ORACLE
Advertising

Contextual Intelligence Targeting and Brand Safety segment guide

Oracle Advertising's Contextual Intelligence solution analyzes complex content at scale to connect brands with relevant people at the right moment, or alternatively, block ads from appearing near unsuitable content. This Segment Guide lists each of the readily available segments we provide divided by type, along with brief descriptions.

Segment Type	Count	Segment Prefix	Description
Tiered Brand Safety Segments	44	gb_	GARM-aligned brand safety segments protect brand equity and deliver messages in safe environments.
Syndicated Segments	690	gs_	Built with IAB 3.0 content taxonomy granularity and Oracle scale in mind, these segments target verticals and their subcategories.
Predicts Segments	145	gs_predicts_	These dynamic segments automatically optimize to align with trending content associated with original key terms for incremental reach.
Sentiment Segments	18	gt_	Sentiment segments align around the tone and emotion expressed on a page.
Content Affinity Targeting	180	dd_	These privacy-friendly targeting segments are based on the content consumption patterns of known audiences.
Branded Context Segments	7	gi_	Powered by third-party vendors, these segments target or avoid content based on privacy compliance.
Custom Segments	Custom	Custom	Create custom brand suitability targeting, safety and predicts segments, tailored to your brand.
Language Support	170	gl_	Language detection in over 170 languages with syndicated segments localised by a dedicated linguist team in 38 languages.

*Please note that the above segment counts are based on the English language. Please reach out to your Oracle Advertising account manager for segments in additional languages,.

Segment creation and maintenance

Segments are created with broad terms that encapsulate the entire category, as well as niche subcategories for more granular targeting. Oracle Advertising has a dedicated team continually monitoring and updating contextual segments to reflect the changing nature of web content.

Let **Oracle Advertising** help you to activate your Contextual Intelligence campaign today →

Languages

Oracle Advertising is committed to providing contextual targeting on a global scale. We can reach consumers with localised syndicated segments available in the following **38 languages.** Oracle Contextual Intelligence has the ability to detect more than 170 languages for language-only targeting.

- Arabic
- Armenian
- Bulgarian
- Catalan
- Chinese Simplified
- Chinese Traditional
- Czech
- Danish
- Dutch
- English
- Finnish
- French
- German
- Greek
- Hindi
- Hungarian
- Indonesian
- Italian
- Japanese
- Korean
- Khmer
- Lithuanian
- Malay
- Norwegian
- Polish
- Portuguese (incl. Brazil)
- Romanian
- Russian
- Slovak
- Slovenian
- Spanish (incl. Latin America)
- Swedish
- Tamil
- Tagalog
- Thai
- Turkish
- Ukrainian
- Vietnamese

Brand Safety

Oracle Contextual Intelligence is a global leader in contextual advertising solutions, utilized by brands, agencies and publishers, to power targeting and brand safety across billions of advertising impressions every month. Our proprietary technology utilizes multi-term matching, considering all words, their frequency, and relationships to the other words on the page to determine the true meaning of the content. Allowing modern marketers to reach desired audiences through relevant content adjacency, and protect brands from appearing in inappropriate environments or on disinformation sites. With scale, speed, transparency and accuracy, Oracle Contextual Intelligence is one of the most capable and trusted contextual advertising platforms available.

Our standard brand safety solutions are built to be 'event-resistant' to major incidents such as natural disasters, terrorism, riots, etc. As safety and suitability are often subjective, segments are curated by our global editorial team to ensure a disciplined approach to accuracy. Our disinformation solution, powered by our Global Disinformation Index (GDI) partnership, ensures advertiser spend does not fund fake news or surround potentially false information.

Oracle Contextual Intelligence adheres to the Global Alliance for Responsible Media's (GARM) brand safety framework. Our Tiered Brand Safety segments are our interpretation and implementation of the framework.

Lastly, our custom brand suitability solution allows advertisers to accurately avoid content that may not be brand safe, while positively targeting content that resonates with their brand message. Customization offers greater control and precision protect against content that may be deemed insensitive or unsuitable for that particular brand or category, like product recalls or unfavorable press.

Brand Safety

The GARM framework splits brand safety categories into four categories: Floor, High, Medium, and Low. Below is how each tier is recognized within our Tiered Brand Safety product.

Tiers	Naming Convention	Definition	Examples
Floor	_floor (e.g. gb_adult_floor)	• Content not appropriate for any advertising support • This tier is always blocked by default. No option to toggle • Built the same way as the gv_pfi segment: comprised of URLs rather than terms	• Pornography • Illegal marketplaces (arms, drugs, humans) • Advocacy, support, and recruitment efforts for terroristic activities
High	_high (e.g. gb_adult_high)	• Glamorized and gratuitous depictions of brand safety categories • Insensitive and irresponsible treatment of brand safety categories	• Gratuitous descriptions of full nudity • Insensitive or explicit discussion of hate speech/acts or hate speech directed at a group of people • Encouragement of alcohol & drug use towards minors
Medium	_high_med (e.g. gb_adult_high_med)	• Content featuring depictions of brand safety categories within breaking news and/or op-eds • Content featuring depictions of brand safety categories within entertainment channels	• Discussions around partial nudity on a TV show • Obscenities in a movie transcript • Article discussing the death toll of a recent mass shooting
Low	_high_med_low (e.g. gb_adult_high_med_low)	• Educational & informative treatment of brand safety categories • Scientific & academic treatment of brand safety categories	• Article on yearly crime statistics within a city • Article about reproductive health • Story about effects of smoking

Brand Safety Continued...

Segment Name	Segment Machine Name	Description
Adult & Explicit Sexual Content - High, Medium and Low Risk	gb_adult_high_med_low	Block educational, informative, scientific treatment of sexual subjects or sexual relationships or sexuality, as well as medium and high risk adult content.
Adult & Explicit Sexual Content - High and Medium Risk	gb_adult_high_med	Block dramatic description of sexual acts or sexuality issues discussed in the context of entertainment. News or op-ed coverage of adult issues, as well as high risk adult content.
Adult & Explicit Sexual Content - High Risk	gb_adult_high	Block suggestive sexual situations requiring adult supervision/approval or warnings.
Arms & Ammunition - High, Medium and Low Risk	gb_arms_high_med_low	Block educational, informative, scientific treatment of arms use, possession or illegal sale, as well as medium and high risk arms and ammunition content.
Arms & Ammunition - High and Medium Risk	gb_arms_high_med	Block dramatic description of weapons use presented in the context of entertainment. News or op-ed coverage of arms and ammunition, as well as high risk arms and ammunition content.
Arms & Ammunition - High Risk	gb_arms_high	Block glamorization/gratuitous depiction of illegal sale or possession of arms. Depictions of sale/use/distribution of illegal arms for inappropriate uses/harmful acts.

Brand Safety Continued...

Segment Name	Segment Machine Name	Description
Crime - High, Medium and Low Risk	gb_crime_high_med_low	Block educational, informative, scientific treatment of crime or criminal acts, as well as medium and high risk crime content.
Crime - High and Medium Risk	gb_crime_high_med	Block dramatic description of criminal activity presented in the context of entertainment. News/topical/current events coverage of criminal activity, as well as high risk crime content.
Crime - High Risk	gb_crime_high	Block descriptions of criminal/harmful acts or violation of human rights.
Death, Injury or Military Conflict - High, Medium and Low Risk	gb_death_injury_high_med_low	Block educational, informative, scientific treatment of death, injury, or military conflict, as well as medium and high risk death, injury and military conflict content.
Death, Injury or Military Conflict - High and Medium Risk	gb_death_injury_high_med	Block dramatic description of death, injury, or military conflict presented in the context of entertainment. News or op-ed coverage of death, injury or military conflict, as well as high risk death, injury, and military conflict content.
Death, Injury or Military Conflict - High Risk	gb_death_injury_high	Block depiction of death or Injury. Insensitive and irresponsible treatment of military conflict, genocide, war crimes, or harm resulting in death or injury. Depictions of military actions that glamorize harmful acts to others or society.

Brand Safety Continued...

Segment Name	Segment Machine Name	Description
Drugs, Tobacco and Alcohol - High, Medium and Low Risk	gb_drugs_high_med_low	Block educational, informative, scientific treatment of illegal drug use/prescription drug abuse, tobacco, vaping or alcohol, as well as medium and high risk drugs, tobacco and alcohol content.
Drugs, Tobacco and Alcohol - High and Medium Risk	gb_drugs_high_med	Block dramatic descriptions of illegal drug use/prescription drug abuse, tobacco, vaping or alcohol use presented in the context of entertainment. News or op-ed coverage of illegal drug use/prescription drug abuse, tobacco, vaping or alcohol use, as well as high risk drugs, tobacco and alcohol content.
Drugs, Tobacco and Alcohol - High Risk	gb_drugs_high	Block glamorization/gratuitous depictions of illegal drugs/abuse of prescription drugs. Insensitive and irresponsible content/treatment that encourages minors to use tobacco and vaping products and alcohol.
Hate Speech & Acts of Aggression - High, Medium and Low Risk	gb_hatespeech_high_med_low	Block educational, informative, scientific treatment of hate speech, as well as medium and high risk hate speech content.
Hate Speech & Acts of Aggression - High and Medium Risk	gb_hatespeech_high_med	Block dramatic descriptions of hate speech/acts presented in the context of entertainment. Breaking news or op-ed coverage of hate speech/acts, as well as high risk hate speech content.

Brand Safety Continued...

Segment Name	Segment Machine Name	Description
Hate Speech & Acts of Aggression - High Risk	gb_hatespeech_high	Block depiction or portrayal of hateful, denigrating, or inciting content focused on race, ethnicity, gender, sexual orientation, gender identity, age, ability, nationality, religion, caste, victims and survivors of violent acts and their kin, immigration status or serious disease sufferers.
Obscenity and Profanity - High, Medium and Low Risk	gb_obscenity_high_med_low	Block educational, informative, scientific of obscenity or profanity, as well as medium and high risk obscenity and profanity content.
Obscenity and Profanity - High and Medium Risk	gb_obscenity_high_med	Block dramatic discussion or use of profanity and obscenities presented in the context of entertainment by genre. News or op-ed coverage of profanity and obscenities. Genre based use of profanity, gestures, and other actions that may be strong, but might be expected as generally accepted language and behavior, as well as high risk obscenity and profanity content.
Obscenity and Profanity - High Risk	gb_obscenity_high	Block gamorization/gratuitous depiction of profanity and obscenity.
Online Piracy - High, Medium and Low Risk	gb_piracy_high_med_low	Block educational, informative, scientific treatment of pirating, copyright infringement, and counterfeiting, as well as medium and high risk piracy content.
Online Piracy - High and Medium Risk	gb_piracy_high_med	Block dramatic descriptions of pirating, copyright infringement, and counterfeiting presented in the context of entertainment. News or op-ed coverage of pirating, copyright infringement, and counterfeiting, as well as high risk piracy content.

Brand Safety Continued...

Segment Name	Segment Machine Name	Description
Online Piracy - High Risk	gb_piracy_high	Block promotion, advocacy, or insensitive and irresponsible treatment of pirating, copyright infringement, and counterfeiting.
Debated Sensitive Social Issues - High, Medium and Low Risk	gb_sensitive_high_med_low	Block educational, informative, scientific treatment of abortion, immigration, and riots & protests, as well as medium and high risk debated sensitive social issues content.
Debated Sensitive Social Issues - High and Medium Risk	gb_sensitive_high_med	Block dramatic description of abortion, immigration, and riots & protests presented in the context of entertainment. News or op-ed coverage of acts of abortion, immigration, and riots & protests, as well as high risk debated sensitive social issues content.
Debated Sensitive Social Issues - High Risk	gb_sensitive_high	Block depiction of violence in relation to abortion, immigration, and riots & protests. Insensitive and irresponsible treatment of abortion, immigration, and riots & protests.
Spam or Harmful Content - High, Medium and Low Risk	gb_spam_high_med_low	Block educational, informative, scientific treatment of malware & phishing, as well as medium and high risk spam or harmful content.
Spam or Harmful Content - High and Medium Risk	gb_spam_high_med	Block dramatic description of malware & phishing presented in the context of entertainment. News or op-ed coverage of acts of malware & phishing, as well as high risk spam or harmful content.

Brand Safety Continued…

Segment Name	Segment Machine Name	Description
Spam or Harmful Content - High Risk	gb_spam_high	Block promotion or advocacy of malware & phishing.
Terrorism - High, Medium and Low Risk	gb_terrorism_high_med_low	Block educational, informative, scientific treatment of terrorism, as well as medium and high risk terrorism content.
Terrorism - High and Medium Risk	gb_terrorism_high_med	Block dramatic description of terrorism presented in the context of entertainment. News or op-ed coverage of acts of terrorism, as well as high risk terrorism content.
Terrorism - High Risk	gb_terrorism_high	Block depiction of terrorist actions that are disturbing, agitating or promotes harmful acts to others or society. Terrorist content requiring a viewer advisory. Insensitive and irresponsible treatment of terrorism/ related crimes
Maximum Protection	gb_safe	Target to serve on exclusively brand safe content

Brand Safety Continued...

Segment Name	Segment Machine Name	Description
Potentially False Information	gb_safe_from_high_med	Target to serve on exclusively brand safe content. Content matching any segment in the high or medium risk brand safety tiers, as well as any uncategorised content, is considered unsafe.
Maximum Protection from High Risk Content	gb_safe_from_high	Target to serve on exclusively brand safe content. Content matching any segment in the high risk brand safety tier, as well as any uncategorised content, is considered unsafe.

Syndicated Taxonomy, Incorporating IAB v3.0

Our syndicated segments are curated and maintained by a dedicated linguistic team, providing the most up-to-date topics relevant to their respective category, with additional subcategories for niche alignment up to 4 tiers. Similar to brand suitability, advertisers can build custom standard segments to accommodate their brand's unique message and meet intended audience, editorial, or campaign needs.

The incorporation of categories from the IABs content taxonomy v3.0 gives the opportunity for brands to grow within platforms with segments that support rising media formats including CTV, video, mobile apps, podcasts, radio and gaming. The taxonomy also introduces a consistent, easy-to-understand language for segmenting and categorizing content across the advertising eco-system.

Automotive Segments

Segment Name	Segment Machine Name	Description
Automotive (IAB 1)	gs_auto	Reach Segment that contains all child segment definitions
Auto Body Styles (IAB 2)	gs_auto_styles	Reach Segment that contains all child segment definitions
Commercial Trucks (IAB 3)	gs_auto_styles_commercial	Articles, reviews and listings about commercial trucks.
Sedan (IAB 4)	gs_auto_styles_sedan	Articles, reviews and listings about sedans and saloons (automobiles with trunks/boots).
Station Wagon (IAB 5)	gs_auto_styles_stationwagon	Articles, reviews and listings about station wagons and estate cars.
SUV (IAB 6)	gs_auto_styles_suv	Articles, reviews and listings about sport utility vehicles and 4 wheel drive vehicles meant for city use.
Van (IAB 7)	gs_auto_styles_van	Articles, reviews and listings about vans.
Convertible (IAB 8)	gs_auto_styles_convertible	Articles, reviews and listings about convertible and soft top automobiles.
Coupe (IAB 9)	gs_auto_styles_coupe	Articles, reviews and listings about coupes (passenger cars with a sloping or truncated rear roofline and generally two doors).
Crossover (IAB 10)	gs_auto_styles_crossover	Articles, reviews and listings about sport utility vehicles (SUVs) of unibody construction.

Automotive Segments Continued…

Segment Name	Segment Machine Name	Description
Hatchback (IAB 11)	gs_auto_styles_hatchback	Articles, reviews and listings about automobiles that feature hatch-type rear doors that open upwards.
Microcar (IAB 12)	gs_auto_styles_microcar	Articles, reviews and listings about microcars.
Minivan (IAB 13)	gs_auto_styles_minivan	Articles, reviews and listings tangentially about minivans.
Off-Road Vehicles (IAB 14)	gs_auto_styles_off-road	Articles, reviews, and listings about vehicles capable of driving on and off paved or gravel surfaces.
Pickup Trucks (IAB 15)	gs_auto_styles_pickuptrucks	Articles, reviews and listings about light trucks with enclosed cabs and open cargo areas with low sides and tailgate.
Auto Type (IAB 16)	gs_auto_type	Reach Segment that contains all child segment definitions.
Budget Cars (IAB 17)	gs_auto_type_budget	Articles, reviews and listings about budget cars.
Certified Pre-Owned Cars (IAB 18)	gs_auto_type_pre-owned	Articles, reviews and listings about certified pre-owned (used) vehicles.
Classic Cars (IAB 19)	gs_auto_type_classic	Articles, reviews and listings about classic cars.
Concept Cars (IAB 20)	gs_auto_type_concept	Articles, reviews and listings about concept cars.
Driverless Cars (IAB 21)	gs_auto_type_driverless	Articles, reviews and listings about driverless cars.
Green Vehicles (IAB 22)	gs_auto_type_green	Articles, reviews and listings about green vehicles.
Luxury Cars (IAB 23)	gs_auto_type_luxury	Articles, reviews and listings about luxury cars.
Performance Cars (IAB 24)	gs_auto_type_performance	Articles, reviews and listings about cars designed for acceleration or cornering speed, such as grand tourers, muscle cars, sports cars, sports sedans, hypercars and supercars.
Dash Cam Videos (IAB 26)	gs_auto_dashcamvideos	Articles, news stories, reviews and listings about dash cam videos.
Motorcycles (IAB 27)	gs_auto_motorbikes	Articles, reviews and listings about motorcycles.
Auto Manufacturers	gs_auto_manufacturers	Articles and reviews about auto manufactures and their vehicles.

Automotive Segments Continued...

Segment Name	Segment Machine Name	Description
Road-Side Assistance (IAB 28)	gs_auto_road-sideassistance	Articles and reviews about roadside assistance, and roadside assistance companies.
Scooters (IAB 29)	gs_auto_scooters	Articles, reviews and listings about scooters and vespas.
Auto Buying and Selling (IAB 30)	gs_auto_buyingandselling	Articles about buying and selling automobiles including listings.
Auto Insurance (IAB 31)	gs_auto_insurance	Articles and reviews about auto insurance.
Auto Parts (IAB 32)	gs_auto_parts	Articles and listings about auto parts.
Auto Recalls (IAB 33)	gs_auto_recalls	Articles and stories about automotive recalls and legislation.
Auto Repair (IAB 34)	gs_auto_repair	Articles about auto repair, auto repair how-to content and instructional articles.
Auto Safety (IAB 35)	gs_auto_safety	Articles and stories about automotive safety, and legislation.
Auto Shows (IAB 36)	gs_auto_shows	Articles and reviews about auto shows.
Auto Technology (IAB 37)	gs_auto_tech	Reach Segment that contains all child segment definitions.
Auto Infotainment Technologies (IAB 38)	gs_auto_tech_infotainment	Articles, reviews and listings about in-car entertainment (ICE), in-vehicle infotainment (IVI), and hardware and software in automobiles that provide audio or video entertainment.
Auto Navigation Systems (IAB 39)	gs_auto_tech_navigation	Articles, reviews and listings about auto navigation systems.
Auto Safety Technologies (IAB 40)	gs_auto_tech_safety	Articles, reviews and listings about auto safety technology.
Auto Rentals (IAB 41)	gs_auto_rentals	Articles, reviews and guides about auto rental.
Auto Interiors	gs_auto_interiors	Articles and reviews about auto interiors.
Auto Valeting	gs_auto_valeting	Articles and reviews about auto-valeting.
Auto Road Transport	gs_auto_roadtransport	Articles about motoring and vehicle and driver licensing.

Books and Literature Segments

Segment Name	Segment Machine Name	Description
Books and Literature (IAB 42)	gs_books	Reach Segment that contains all child segment definitions.
Art and Photography Books (IAB 43)	gs_books_artphoto	Articles, reviews and listings about art and photography books, photographers and artists.
Comics and Graphic Novels (IAB 46)	gs_books_comics	Articles, reviews and listings about comics, graphic novels, artists and authors.
Fiction (IAB 48)	gs_books_fiction	Articles, reviews and listings about fiction books and fiction authors.
Poetry (IAB 49)	gs_books_poetry	Articles, reviews and listings about poetry books and poets.

Business and Finance Segments

Segment Name	Segment Machine Name	Description
Business and Finance (IAB 52)	gs_busfin	Reach Segment that contains all child segment definitions
Business (IAB 53)	gs_busfin_business	Reach Segment that contains all child segment definitions
Business Accounting & Finance (IAB 54)	gs_busfin_business_acctngfin	Articles and educational resources about accounting, accounting practices, business finance resources, and accounting information used to make investment and monetary decisions required to operate and grow a business.
Human Resources (IAB 55)	gs_busfin_business_hr	Articles about Human Resources, training, personnel and resource management, human capital, HR software and HR systems.
Large Business (IAB 56)	gs_busfin_business_large	Articles, stories and references about companies with at least 500 workers and resources available to large businesses.
Logistics (IAB 57)	gs_busfin_business_logistics	Articles and resources about logistics, logistical processes, logistics firms, logistics software, transportation, distribution and suppliers.
Marketing and Advertising (IAB 58)	gs_busfin_business_marketing	Articles, references and resources about marketing and advertising including marketing educational resources, marketing processes and systems, training, courses, frameworks and certification. Also includes marketing and advertising firms, listings, verification providers, and adtech systems.
Sales (IAB 59)	gs_busfin_business_sales	Articles and resources about the selling of goods and services including sales processes, approaches, training, frameworks and techniques. Also targets information about direct sales, telesales, agency sales, B2B, B2C, trade sales and retail.

Business and Finance Segments Continued...

Segment Name	Segment Machine Name	Description
Small and Medium-sized Business (IAB 60)	gs_busfin_business_smb	Articles, stories and references about companies with fewer than 250 workers and resources available to small- and medium-sized enterprises.
Startups (IAB 61)	gs_busfin_business_startups	Articles, stories and references about companies or projects begun by entrepreneurs to seek, develop, and validate a scalable business model. Includes startup principles, training, investing, incubators, innovation methods and frameworks and startup growth.
Business Administration (IAB 62)	gs_busfin_business_admin	Articles and references about business administration, business management, business management education, project management and software, systems and other resources.
Business Banking & Finance (IAB 63)	gs_busfin_business_bnk	Reach Segment that contains all child segment definitions.
Angel Investment (IAB 64)	gs_busfin_business_bnk_angel	Articles and references about people who invest in new businesses and provide capital including networks, guides to attracting investment, guides to providing capital, legal and regulatory information and seed funding from individuals.
Bankruptcy (IAB 65)	gs_busfin_business_bnk_bnkr	Articles and references about the legal and business processes of winding up businesses including debt relief guides, insolvency, and court proceedings in the various language-related segments (in other words, US, UK, Australia, Canada, South Africa, Ireland and other English-speaking countries or EU and Brazil for Portuguese-speaking countries, etc).
Business Loans (IAB 66)	gs_busfin_business_bnk_loans	Articles and references about business loans, applying for business loans, rates and credit lines.
Debt Factoring & Invoice Discounting (IAB 67)	gs_busfin_business_bnk_invc	Articles and references about accounts receivable financing, debt factoring and invoice discounting.

Business and Finance Segments Continued...

Segment Name	Segment Machine Name	Description
Mergers and Acquisitions (IAB 68)	gs_busfin_business_bnk_manda	Articles, news and references about Mergers & Acquisitions (M&A) activities, legal issues, transactions, stock transference, asset and equity ownership transfers including friendly and hostile takeovers, valuations, advisory firms, processes, risk management, guides and investment banks that handle M&A activities.
Private Equity (IAB 69)	gs_busfin_business_bnk_pveqt	Articles, news and references about private equity funds, restructuring deals, leveraged buyouts, and private equity firms.
Sale & Lease Back (IAB 70)	gs_busfin_business_bnk_lsbck	Articles and references about sale and lease back of fixed assets and durable and capital goods.
Venture Capital (IAB 71)	gs_busfin_business_bnk_vc	Articles, news and references about venture capital, restructuring deals, leveraged buyouts, venture capital, strategies, and private equity firms, specific to startups.
Business I.T. (IAB 72)	gs_busfin_business_it	Articles, new, reviews and references about IT consulting, managed IT services, business IT alignment, IT Management skills, digital strategies, and IT in Business Management
Business Operations (IAB 73)	gs_busfin_business_ops	Articles, news and resources about the generation of recurring revenue, business value, growth strategies, performance measurement, process alignment, and inventory management.
Consumer Issues (IAB 74)	gs_busfin_business_cons	Articles, news and references about negative consumer issues such as overcharging, misleading advertising, faulty products, refunds, poor quality, consumer fraud, and product safety.
Recalls (IAB 75)	gs_busfin_business_cons_rcll	Articles, news and references about negative consumer issues relating to product recalls.

Business and Finance Segments Continued...

Segment Name	Segment Machine Name	Description
Executive Leadership & Management (IAB 76)	gs_busfin_business_mgmt	Articles, news and referencess about executive leadership education, courses, programmes, certification, strategy, development and skill development.
Government Business (IAB 77)	gs_busfin_business_govnt	Articles, news and referencess about government business enterprises, state-owned businesses, business to government processes, marketing, sales, regulations and tendering, lobbying, RFI, RFQs, contracting and other public-sector business practices.
Green Solutions (IAB 78)	gs_busfin_business_green	Articles, news and references about green businesses, sustainable businesses and business practices, green energy finance and provision for business, sustainable development and manufacturing, and green and ecological assets and economic growth.
Business Utilities (IAB 79)	gs_busfin_business_utilities	Articles, news and references about business utilities including electricity, gas, water, heating oil, phone and internet service.
Economy (IAB 80)	gs_busfin_economy	Reach Segment that contains all child segment definitions.
Commodities (IAB 81)	gs_busfin_economy_commod	Articles, news and references about commodities trading, fungible goods, materials, products, prices and futures.
Currencies (IAB 82)	gs_busfin_economy_currencies	Articles, news and references about currencies, exchanges, rates, calculators, and monetary systems.
Financial Crisis (IAB 83)	gs_busfin_economy_fincrisis	Articles news and references about historical, current and future situations where assets lose large parts of their nomial value. This includes banking panics, recessions, depressions, bubbles, crashes, currency devaluations, speculation and regulatory failures.
Financial Reform (IAB 84)	gs_busfin_economy_reform	Articles, news and references about economic and financial regulatory reforms.

Business and Finance Segments Continued...

Segment Name	Segment Machine Name	Description
Financial Regulation (IAB 85)	gs_busfin_economy_regulation	Articles, news and references about restrictions on financial institutions including financial law, market confidence, stability and consumer protection.
Gasoline Prices (IAB 86)	gs_busfin_economy_gasoline	Articles, news and references about gas and petrol prices, comparison sites, effects, and causes in the relevant language geos.
Housing Market (IAB 87)	gs_busfin_economy_housing	Articles, news and references about the housing markets in the individual language geos including crashes, house prices, trends, and market forecasts.
Interest Rates (IAB 88)	gs_busfin_economy_rates	Articles, news and references about mortgage interest rates, forecasting, predictions, mortgage rate types, advice, calculators and trends in the relevant language geos.
Job Market (IAB 89)	gs_busfin_economy_jobmarket	Articles, news and references about past, current and future job markets, job demands, unemployment, welfare, trends and predictions in the relevant language geos.
Markets	gs_busfin_economy_markets	Articles, news and references about financial markets, day trading, asset management, commodities and capital markets, investment and hedge funds.
Industries (IAB 90)	gs_busfin_indus	Reach Segment that contains all child segment definitions.
Advertising Industry (IAB 91)	gs_busfin_indus_advertising	Articles, news and references about the advertising industry, public relations and creative and media agencies.
Education industry (IAB 92)	gs_busfin_indus_education	Articles, stories and references about establishments whose primary objective is to provide education. Public, non-profit, or for-profit institutions including elementary schools, secondary schools, community colleges, universities, and ministries or departments of education. Also includes online learning, learning materials, resources and supplementary services.

Business and Finance Segments Continued...

Segment Name	Segment Machine Name	Description
Entertainment Industry (IAB 93)	gs_busfin_indus_entertain	Articles, stories and references about businesses that produce and support film making, television shows, streaming media, music, radio, book publishing, video games, and ancillary services and products, as well as the business people and job roles that surround these activities as related to entertainment.
Environmental Services Industry (IAB 94)	gs_busfin_indus_environsvs	Articles, stories and references about companies engaged in the manufacturing of air, water and soil purification equipment, as well as filtration systems and other pollution-reducing control equipment.
Financial Industry (IAB 95)	gs_busfin_indus_financial	Articles, stories and references about companies engaged in the financial industry, asset management, banking, investment banking, financial services, financial planning and wealth management.
Food Industry (IAB 96)	gs_busfin_indus_food	Articles, stories and references about businesses that supply most of the food consumed globally including processing, conversion, preparation, preservation and packaging of foodstuffs.
Healthcare Industry (IAB 97)	gs_busfin_indus_healthcare	Articles, stories and references about healthcare businesses, hospitals, medical research and clinical trials, equipment and devices, and medical insurance providers.
Hospitality Industry (IAB 98)	gs_busfin_indus_hospitality	Articles, stories and references about businesses including lodging, food and drink service, event planning, theme parks, transportation, hotels, restaurants and bars.
Information Services Industry (IAB 99)	gs_busfin_indus_it	Articles, stories and references about businesses providing information services, information technology and data processing.
Legal Services Industry (IAB 100)	gs_busfin_indus_legal	Articles, stories and references about services that provide legal assistance to individuals, business, government agencies and nonprofits. Includes companies that provide notary services and patent agency services.

Business and Finance Segments Continued...

Segment Name	Segment Machine Name	Description
Logistics and Transportation Industry (IAB 101)	gs_busfin_indus_logistics	Articles, stories and references about the logistics and transportation industry, freight forwarding, import and export, road, rail, sea, and air freight.
Agriculture (IAB 102)	gs_busfin_indus_agriculture	Stories, articles and references about enterprises engaged in growing crops, raising fish and animals, and logging wood, including farms, dairies, hatcheries, and ranches.
Management Consulting Industry (IAB 103)	gs_busfin_indus_mgmtconsult	Stories, articles and references about business, practices and services related to management consulting including change management, coaching, strategy development, frameworks, course and education, trends and standards.
Manufacturing Industry (IAB 104)	gs_busfin_indus_manufacture	Stories, articles and references about companies and topics about the production or fabrication of products for use or sale, using labor and machines, tools, and chemical or biological processing and raw materials and commodities including references to plants, mills, factories, and labs.
Mechanical and Industrial Engineering Industry (IAB 105)	gs_busfin_indus_engineering	Stories, articles and references about the practice of designing products and machines.
Media Industry (IAB 106)	gs_busfin_indus_media	Stories, articles and references about the business of mass media production including newspapers, magazines, photography, broadcasting, journalism, publishing and advertising, as well as the business people and job roles that surround these activities.
Metals Industry (IAB 107)	gs_busfin_indus_metals	Articles, news and references about the business of metals production including mining, processing, production and trade.
Non-Profit Organizations (IAB 108)	gs_busfin_indus_non-profit	Stories, articles and references about nonprofit organizations, non-business entities and nonprofit activities, mechanisms, management, functions, and accounting.

Business and Finance Segments Continued...

Segment Name	Segment Machine Name	Description
Pharmaceutical Industry (IAB 109)	gs_busfin_indus_pharma	Articles, stories and references about pharmaceutical businesses and the development, discovery, production and marketing of pharmaceutical drugs for administering to patients.
Power and Energy Industry (IAB 110)	gs_busfin_indus_energy	Stories, articles and references about the industries and sectors that provide energy infrastructure including fossil fuel, electrical power, nuclear power, renewable energy, alternative fuels, policies, and energy economics.
Publishing Industry (IAB 111)	gs_busfin_indus_publishing	Stories, articles and references about the activity of making information, music, literature, software and other content available to the public.
Real Estate Industry (IAB 112)	gs_busfin_indus_realestate	Stories, articles and references about companies and services about the sale, leasing and management of property including development, appraisal, and marketing of commercial, industrial, residential, and agricultural properties.
Apparel Industry (IAB 113)	gs_busfin_indus_apparel	Stories, articles and references about the activities about the design, manufacture and sale of clothing, footwear and accessories, as well as textiles, machinery, textile recycling, and secondhand industries.
Retail Industry (IAB 114)	gs_busfin_indus_retail	Stories, articles and references about activities related to selling, sales, and distribution of consumer goods including supply chains, retail outlets, shops, and malls, as well as sales strategies, online selling, retail marketing, pricing strategies, economics, regulation and accounting.
Technology Industry (IAB 115)	gs_busfin_indus_technology	Stories, articles and references about businesses in the technology industry, computer hardware, software, electronics, internet, telecom equipment, e-commerce and computer services.

Business and Finance Segments Continued...

Segment Name	Segment Machine Name	Description
Telecommunications Industry (IAB 116)	gs_busfin_indus_telecomms	Stories, articles and references about the business of retail selling of consumer goods and services including business to consumer, retail outlets, online retailing equipment and software, pricing strategies, research, and other retail channels.
Automotive Industry (IAB 117)	gs_busfin_indus_automotive	Stories, articles and references about the business of design, development, manufacturing, transportation, sale, repair and marketing of motor vehicles including the economics of these processes.
Aviation Industry (IAB 118)	gs_busfin_indus_aviation	Stories, articles and references about the companies and industries devoted to mechanical flight and aircraft manufacture, design, sales, civil aviation, air transport and air traffic control.
Biotech and Biomedical Industry (IAB 119)	gs_busfin_indus_biotech	Stories, articles, and references about industries related to molecular biology, genetic engineering, biochemistry, animal cell and tissue culture, immunology, microbiology and the production of products based on the manipulation of living organisms to create commercial products for food, agriculture and other sectors, as well as medical research and drug discovery.
Civil Engineering Industry (IAB 120)	gs_busfin_indus_civileng	Stories, articles and references about the design, construction and maintenance of public infrastructure such as roads, bridges, sewer systems, canals, railways, airports, pipelines, and structural engineering.
Construction Industry (IAB 121)	gs_busfin_indus_construction	Stories, articles and references about construction sectors related to buildings, infrastructure and industrial, residential and non-residential building work, processes, repair, labor, contracting, supply chains, planning, and demolition.
Defense Industry (IAB 122)	gs_busfin_indus_defense	Stories, articles and references about the businesses and organizations devoted to the arms trade as used in the defense of countries (as opposed to personal or illegal arms). Includes the research and development of military equipment, facilities, arms and ammunition, systems and technologies.

Careers Segments

Segment Name	Segment Machine Name	Description
Careers (IAB 123)	gs_careers	Reach Segment that contains all child segment definitions.
Apprenticeships (IAB 124)	gs_careers_apprenticeships	Articles, educational resources and references about systems of on-the-job training, apprenticeships and internships.
Career Advice (IAB 125)	gs_careers_careeradvice	Articles and resources about career advice, guidance, cover letters, portfolio development, workshops and career counseling.
Career Planning (IAB 126)	gs_careers_careerplanning	Articles and resources about strategies and processes for an individual's career options including graduate advice, skills assessments and advice.
Job Search (IAB 127)	gs_careers_jobsearch	Reach Segment that contains all child segment definitions.
Job Fairs (IAB 128)	gs_careers_jobsearch_fairs	Articles and references about job boards, sites, job fairs and company reviews as related to job opening.
Resume Writing and Advice (IAB 129)	gs_careers_jobsearch_resume	Articles and resources about CV and resume writing, best practices and tips.
Remote Working (IAB 130)	gs_careers_remoteworking	Articles, stories, and guides about working from home and remote working including equipment, tools, strategies and systems.
Vocational Training (IAB 131)	gs_careers_vocational	Articles, stories and references about vocational education, qualifications, training courses, skills and types of vocational jobs.

Education Segments

Segment Name	Segment Machine Name	Description
Education (IAB 132)	gs_edu	Reach Segment that contains all child segment definitions.
Preschool	gs_edu_preschool	Articles, stories, guides and references about nursery, kindergarten and preschool education.
Adult Education (IAB 133)	gs_edu_adult	Articles, stories, guides and listings about continuing education and educational resources, courses, and reviews for learners over 18 years of age, not including formal education such as colleges and universities.
Private School (IAB 134)	gs_edu_private	Articles, stories, guides and listings about private (aka public schools in the UK) and independent schools.
Secondary Education (IAB 135)	gs_edu_secondary	Articles, stories, resources and references about secondary education and schools (high schools, middle or junior high schools, colleges, sixth form, and grades 5-12 depending on country).
Special Education (IAB 136)	gs_edu_specialed	Articles, stories, resources and references about schools and educational systems for children with learning difficulties.
College Education (IAB 137)	gs_edu_college	Reach Segment that contains all child segment definitions. Also articles, stories and resources about university education, universities and colleges (US). Also includes child segments.
College Planning (IAB 138)	gs_edu_college_planning	Articles, stories and resources about financial planning for university attendance, as well as standardized testing, interview preparation and extracurricular activities.

Education Segments Continued...

Segment Name	Segment Machine Name	Description
Postgraduate Education (IAB 139)	gs_edu_college_postgrad	Articles, stories and resources about graduate education (US) and higher education beyond the achievement of a bachelor's degree including certifications, and degree types. Includes professional school postgraduate studies.
Professional School (IAB 140)	gs_edu_college_postgrad_prof	Articles, stories and resources about professional postgraduate certifications.
Undergraduate Education (IAB 141)	gs_edu_college_undergrad	Articles, stories and references about undergraduate university and college education.
Early Childhood Education (IAB 142)	gs_edu_earlychildhood	Articles, stories and resources about education for children from birth to age 8 as distinct from Primary education.
Educational Assessment (IAB 143)	gs_edu_assessment	Articles, stories and resources about assessment bodies, methodologies, techniques and online resources. Includes standardized testing.
Standardized Testing (IAB 144)	gs_edu_assessment_testing	Articles, stories and resources about standardized testing in an educational capacity.
Homeschooling (IAB 145)	gs_edu_homeschool	Articles, stories and resources about the practice of schooling children at home rather than in a formal educational setting. Includes regulations, resources, and guides.
Homework and Study (IAB 146)	gs_edu_homework	Articles, stories and resources about schoolwork set by a teacher and completed at home including study techniques, tips, and resources.
Language Learning (IAB 147)	gs_edu_language	Articles, stories, guides and resources about learning a language, whether formally or in preparation for recreational travel.
Online Education (IAB 148)	gs_edu_online	Articles, stories, guides, references, listings and resources about online learning, courses, and qualifications.
Primary Education (IAB 149)	gs_edu_primary	Articles, stories, guides and resources about the first stage of formal education within the context of a primary or elementary school.

Events Segments

Segment Name	Segment Machine Name	Description
Events (IAB)	gs_events	Reach Segment that contains all child segment definitions.
Awards Shows (IAB 162)	gs_events_awards	Stories, articles and references about film, television and music awards shows including the Oscars, Emmys, Grammys, Golden Globes and the Brit Awards.
Business Expos & Conferences (IAB 180)	gs_events_business	Stories, articles, guides, listings and reviews about business conferences, expositions, trade shows, conference centers and meeting venues.
Fan Conventions (IAB 185)	gs_events_fan	Stories, articles, guides, listings and reviews about fan conventions, horror conventions, comic cons, cosplay, and gaming shows.

Holidays Segments

Segment Name	Segment Machine Name	Description
Holidays (IAB)	gs_holidays	Reach Segment that contains all child segment definitions.
National & Civic Holidays (IAB 157)	gs_holidays_nationalcivic	Articles, stories, and references about national and civic holidays relevant to the appropriate language geographies.

Attractions Segments

Segment Name	Segment Machine Name	Description
Attractions (IAB 150)	gs_attractions	Reach Segment that contains all child segment definitions.
Amusement and Theme Parks (IAB 151)	gs_attractions_themeparks	Articles, stories, reviews and listings about amusement and theme parks.
Historic Site and Landmarks (IAB 153)	gs_attractions_historic	Articles, stories, reviews and listings about historic sites, landmarks and bus and walking tours.
Malls & Shopping Centers (IAB 154)	gs_attractions_malls	Articles, stories, reviews and listings about malls, shopping centers, shopping fairs, open markets, and antiques fairs.
Museums & Galleries (IAB 155)	gs_attractions_museums	Articles, stories, reviews and listings about museums, and galleries.
Nightclubs (IAB 158)	gs_attractions_nightclubs	Articles, stories, reviews and references about nightclubs, bars, pubs, and dance halls.
Outdoor Attractions (IAB 159)	gs_attractions_outdoor	Articles, stories, reviews and references about outdoor attractions and related sites and activities.
Parks (IAB 160)	gs_attractions_parks	Articles, stories, reviews and references about city, county, country, and national parks, reserves, nature walks, nature tours, and outdoor activities appropriate to those locations.
Theater Venues (IAB 177)	gs_attractions_theater	Stories, articles, guides, listings and reviews about theaters, venues, plays, and performances.
Zoos & Aquariums (IAB 178)	gs_attractions_zoosaquar	Stories, articles, guides, listings and reviews about zoos, aquariums, petting zoos and animal cafes.
Bars & Restaurants (IAB 179)	gs_attractions_barrestaurant	Stories, articles, guides, listings and reviews about bars, restaurants, pubs, pop-up restaurants, and outdoor dining.
Casinos & Gambling (IAB 181)	gs_attractions_gambling	Stories, articles, guides, listings and reviews about casinos and other gambling venues.

Personal Celebrations and Life Events Segments

Segment Name	Segment Machine Name	Description
Personal Celebrations & Life Events (IAB 163)	gs_perscelebrations	Reach Segment that contains all child segment definitions.
Anniversary (IAB 164)	gs_perscelebrations_annivsry	Stories, articles, and references about marriage, wedding, engagement anniversaries, engagement rings and gifts
Wedding (IAB 165)	gs_perscelebrations_wedding	Stories, articles, guides, listings and references about weddings, wedding planning, wedding receptions, wedding flowers, gowns, mother-of-bride, photographers, entertainment, cakes, transportation and decorations.
Baby Shower (IAB 166)	gs_perscelebrations_babyshwr	Stories, articles, guides, listings and references about baby showers, shower gifts, decorations and activities.
Bachelor Party (IAB 167)	gs_perscelebrations_bachelor	Stories, articles, guides, listings and references about bachelor parties and stag dos, and relevant clothing, locations and activities.
Bachelorette Party (IAB 168)	gs_perscelebrations_bachlret	Stories, articles, guides, listings and references about bachelorette parties and hen dos, clothing, locations and activities.
Birth (IAB 169)	gs_perscelebrations_birth	Stories, articles, guides, listings and references about births and birth announcements, gifts, and head wetting events.
Birthday (IAB 170)	gs_perscelebrations_birthday	Stories, articles, guides, listings and references about birthdays, birthday parties, gifts, activities, decorations and entertainment.
Funeral (IAB 171)	gs_perscelebrations_funeral	Stories, articles, guides, listings and references about funerals, funeral parlors, funeral planning, graveyards, grave stones, services, alternative funerals, apparel, and transportation.
Graduation (IAB 172)	gs_perscelebrations_graduatn	Stories, articles, guides, listings and references about graduations, graduation parties, celebrations, decorations, and gifts.

Personal Celebrations and Life Events Segments Continued...

Segment Name	Segment Machine Name	Description
Prom (IAB 173)	gs_perscelebrations_prom	Stories, articles, guides, listings and references about school proms, prom dresses, formal wear, locations, afterparties, flowers and corsages, gifts, and transportation.

Family Segments

Segment Name	Segment Machine Name	Description
Family and Relationships (IAB 186)	gs_family	Reach Segment that contains all child segment definitions.
Bereavement (IAB 187)	gs_family_bereavement	Stories, articles and references about bereavement and bereavement counseling.
Dating (IAB 188)	gs_family_dating	Stories, articles and references about dating including date nights, dating apps, dating advice and tips.
Divorce (IAB 189)	gs_family_divorce	Stories, articles and references about divorce, divorce advice, finance related to divorce, divorce law and regulations.
Eldercare (IAB 190)	gs_family_eldercare	Stories, articles and references about elder care, live-in care, care-home provision, dementia care, assisted living, nursing and hospice care for the elderly.
Marriage and Civil Unions (IAB 191)	gs_family_marriage	Stories, articles and references about marriage, civil unions, civil partnerships, and related law and regulations.
Parenting (IAB 192)	gs_family_parenting	Reach Segment that contains all child segment definitions.
Adoption and Fostering (IAB 193)	gs_family_parenting_adoption	Stories, articles, guides and references about adoption, fostering, adoption agencies, surrogacy, advice and law.
Daycare and Pre-School (IAB 194)	gs_family_parenting_presch	Stories, articles, guides, listings and references about daycare, childcare, preschools, and nursery schools as distinct from early childhood education.
Internet Safety (IAB 195)	gs_family_parenting_safety	Stories, articles, guides, listings and references about children's safety on the internet including software and other technology solutions.
Parenting Babies and Toddlers (IAB 196)	gs_family_parenting_babytodd	Stories, articles, guides and references about raising babies and toddlers including tips, advice, diet, activities and infant development, and weaning.

Family Segments Continued...

Segment Name	Segment Machine Name	Description
Parenting Children Aged 4-11 (IAB 197)	gs_family_parenting_children	Stories, articles, guides and references about raising children ages 4 to 11 including tips, advice, activities, diet and child development.
Parenting Teens (IAB 198)	gs_family_parenting_teens	Stories, articles, guides and references about raising children from ages 12 to 18 including tips, advice, activities, diet and development.
Special Needs Kids (IAB 199)	gs_family_parenting_spclneed	Stories, articles, guides and references about parenting special-needs children including diagnosis support, Autism, Aspergers, ADHD, Dyslexia, learning difficulties and visual, hearing and physical impairment.
Single Life (IAB 200)	gs_family_singles	Stories, articles, guides and references about single adults, lifestyles, and advice.

Fine Art Segments

Segment Name	Segment Machine Name	Description
Fine Art (IAB 201)	gs_fineart	Reach Segment that contains all child segment definitions.
Costume (IAB 202)	gs_fineart_costume	Stories, articles, guides and references about costume design for theater, fashion, performing arts, exhibits, degrees, courses and programs.
Dance (IAB 203)	gs_fineart_dance	Stories, articles, guides and references about dance within the confines of fine art including ballet, modern and contemporary dance, and choreography,
Design (IAB 204)	gs_fineart_design	Stories, articles, guides and references about painting, sculpture, graphic design, product design, exhibits, degrees, course, and programs.
Digital Arts (IAB 205)	gs_fineart_digital	Stories, articles, guides and references about fine art digital design including conceptual, and installation art, as well as exhibits, degrees, courses and programs.
Fine Art Photography (IAB 206)	gs_fineart_photography	Stories, articles, guides and references about fine art photography.
Modern Art (IAB 207)	gs_fineart_modernart	Stories, articles, guides and references about modern art from the 19th century to the 1970s including modern art movements, artists, auctions, exhibits, degrees, courses and programs.
Opera (IAB 208)	gs_fineart_opera	Stories, articles, guides and references about operas, operatic techniques, schools, and historical references, degrees, courses and programs.
Theater (IAB 209)	gs_fineart_theater	Stories, articles, guides and references about theater arts, drama, history, playwriting, directing, schools, historical references, degrees, courses and programs.

Food and Drink Segments

Segment Name	Segment Machine Name	Description
Food & Drink (IAB 210)	gs_fooddrink	Reach Segment that contains all child segment definitions.
Alcoholic Beverages (IAB 211)	gs_fooddrink_alcohol	Stories, articles, guides, listings and references about alcohol, cocktails, mixing, and recipes.
Vegan Diets (IAB 212)	gs_fooddrink_vegan	Stories, articles, guides, listings and recipes about vegan food and diet.
Vegetarian Diets (IAB 213)	gs_fooddrink_vegetarian	Stories, articles, guides, listings and recipes about vegetarian food and diet.
World Cuisines (IAB 214)	gs_fooddrink_world	Stories, articles, guides, listings, recipes and references about world cuisines and ingredients including regional and national cuisines non-specific to the language geography.
Barbecues and Grilling (IAB 215)	gs_fooddrink_bbq	Stories, articles, guides, recipes and references about barbecuing, grilling, barbecues, outdoor eating, smoking, ingredients and cooking implements.
Cooking (IAB 216)	gs_fooddrink_cooking	Stories, articles, guides, recipes and references about cooking.
Desserts and Baking (IAB 217)	gs_fooddrink_dessert	Stories, articles, guides, recipes and references about baking, desserts, pudding, sweets, and related products such as ingredients, pans, cake racks, candy thermometers.
Dining Out (IAB 218)	gs_fooddrink_diningout	Stories, articles, guides, and references about dining, fine dining, eating out, gourmet meals, and dieting while dining out.
Food Allergies (IAB 219)	gs_fooddrink_allergies	Stories, articles, guides and references about food allergies.
Food Movements (IAB 220)	gs_fooddrink_movements	Articles, stories and references about food movements such as slow food, sustainable food, locavores., organic, neutraceutical, and Freeganism.

Food and Drink Segments Continued...

Segment Name	Segment Machine Name	Description
Healthy Cooking and Eating (IAB 221)	gs_fooddrink_healthy	Stories, articles, guides, recipes and references about healthy cooking, diets, and ingredients.
Non-Alcoholic Beverages (IAB 222)	gs_fooddrink_non-alcoholic	Stories, articles, guides and references about non-alcoholic beverages including juice, soda, pop, non-alcoholic beers, milk, alternative milks, energy drinks and similar.
Coffee and Tea	gs_fooddrink_coffeetea	Stories, articles, guides, recipes and reviews about different varieties of coffees and teas.

Healthy Living Segments

Segment Name	Segment Machine Name	Description
Healthy Living (IAB 223)	gs_healthylvng	Reach Segment that contains all child segment definitions.
Children's Health (IAB 224)	gs_healthylvng_children	Stories, articles and references about children's health, children's health conditions and diseases, exercise and physical activity, children's diet, health checks and healthcare.
Fitness and Exercise (IAB 225)	gs_healthylvng_fitness	Reach Segment that contains all child segment definitions.
Participant Sports (IAB 226)	gs_healthylvng_fitness_spt	Stories, articles, guides and references about participant sports, individual and team sports.
Running and Jogging (IAB 227)	gs_healthylvng_fitness_run	Stories, articles, guides and references about jogging and running for health and fitness, recreational running, and relevant events.
Men's Health (IAB 228)	gs_healthylvng_men	Stories, articles, guides and references about male wellness and well-being, lifestyle and male health issues.
Nutrition (IAB 229)	gs_healthylvng_nutrition	Stories, articles, guides and references about healthy eating and nutrition, food intolerances, and dietary health conditions.
Senior Health (IAB 230)	gs_healthylvng_senior	Stories, articles and references about senior wellness and well-being, lifestyle and health conditions.
Weight Loss (IAB 231)	gs_healthylvng_weightloss	Stories, articles, guides and references about weight loss, diets and dieting and weight-loss surgery.
Wellness (IAB 232)	gs_healthylvng_well	Reach Segment that contains all child segment definitions.
Alternative Medicine (IAB 233)	gs_healthylvng_well_alt	Reach Segment that contains all child segment definitions in addition to alternative and complementary medical treatments.

Healthy Living Segments Continued...

Segment Name	Segment Machine Name	Description
Herbs and Supplements (IAB 234)	gs_healthylvng_well_alt_supp	Stories, articles, guides and references about alternative and complementary herbal treatments, vitamins and mineral dietary supplements.
Holistic Health (IAB 235)	gs_healthylvng_well_alt_hol	Stories, articles, guides and references about alternative holistic therapies, hypnosis as a treatment, crystal therapies and treatments, meditation and relaxation techniques.
Physical Therapy (IAB 236)	gs_healthylvng_well_phythrpy	Stories, articles, guides and references about physical therapies, physiotherapy, osteopathy, chiropractic and rehabilitation from physical conditions and injuries.
Smoking Cessation (IAB 237)	gs_healthylvng_well_smkcess	Stories, articles, guides and references about smoking cessation, smoking cessation aids and treatments including nicotine replacement and vaping as a smoking cessation aid.
Women's Health (IAB 238)	gs_healthylvng_women	Stories, articles, guides and references about female wellness and well-being, lifestyle and female health issues.

Hobbies and Interests Segments

Segment Name	Segment Machine Name	Description
Hobbies & Interests (IAB 239)	gs_hobby	Reach Segment that contains all child segment definitions.
Antiquing and Antiques (IAB 240)	gs_hobby_antiques	Stories, articles, guides and references about antiques, and antiquities, vintage furniture, art and jewelry, antiquing, flea markets, estate sales, online antique auctions and antique fairs.
Magic and Illusion (IAB 241)	gs_hobby_magic	Stories, articles, guides and references about magicians, magic tricks, street and stage magic, coin and card tricks and optical illusions.
Model Toys (IAB 242)	gs_hobby_models	Stories, articles and references about model toys, automative vehicles, aircraft, trains and railways, ships, and model figures.
Musical Instruments (IAB 243)	gs_hobby_music	Stories, articles and references about the hobby of playing musical instruments including brass, woodwind, string and percussion instruments.
Paranormal Phenomena (IAB 244)	gs_hobby_paranormal	Stories, articles and references about paranormal and supernatural phenomena and activity.
Radio Control (IAB 245)	gs_hobby_rc	Stories, articles, references and reviews about radio controlled vehicles.
Sci-fi and Fantasy (IAB 246)	gs_hobby_sci-fi	Stories, articles, references and reviews about science fiction and fantasy games, models and collectibles and fan conventions.
Workshops and Classes (IAB 247)	gs_hobby_workshops	Stories, articles and references about hobby workshops, classes and craft courses.
Arts and Crafts (IAB 248)	gs_hobby_artscrafts	Reach Segment that contains all child segment definitions.
Beadwork (IAB 249)	gs_hobby_artscrafts_beads	Stories, articles, references and guides about the hobby of beadwork, bead knitting, threading, embroidery and crochet.

Hobbies and Interests Segments Continued...

Segment Name	Segment Machine Name	Description
Candle and Soap Making (IAB 250)	gs_hobby_artscrafts_candle	Stories, articles, references and guides about the hobbies of candle and soap-making.
Drawing and Sketching (IAB 251)	gs_hobby_artscrafts_draw	Stories, articles, references and guides about the hobby of drawing and sketching.
Jewelry Making (IAB 252)	gs_hobby_artscrafts_jewelry	Stories, articles, references and guides about the hobby of jewelry making.
Needlework (IAB 253)	gs_hobby_artscrafts_ndlwrk	Stories, articles, references and guides about the hobby of needlework, knitting weaving and crocheting.
Painting (IAB 254)	gs_hobby_artscrafts_paint	Stories, articles, references and guides about the hobby of painting, oils, acrylic and watercolour.
Photography (IAB 255)	gs_hobby_artscrafts_photo	Stories, articles, references and guides about the hobby of photography.
Scrapbooking (IAB 256)	gs_hobby_artscrafts_scrap	Stories, articles, references and guides about the hobby of scrapbooking including inspriation and ideas for scrapbooks.
Woodworking (IAB 257)	gs_hobby_artscrafts_woodwork	Stories, articles, references and guides about the hobby of woodworking, wood turning, carving, furniture-making and amateur carpentry.
Beekeeping (IAB 258)	gs_hobby_beekeeping	Stories, articles, references and guides about the hobby of beekeeping and honey-making.
Birdwatching (IAB 259)	gs_hobby_birdwatching	Stories, articles and references to the hobby of birdwatching and ornithology.
Cigars (IAB 260)	gs_hobby_cigars	Stories, articles, references and guides about cigars, cigar accessories, cases and humidors.
Collecting (IAB 261)	gs_hobby_collecting	Reach Segment that contains all child segment definitions.
Comic Books (IAB 262)	gs_hobby_collecting_comics	Stories, articles and references about the hobby of comicbook collecting and comic fan conventions.

Hobbies and Interests Segments Continued...

Segment Name	Segment Machine Name	Description
Audio Production (IAB 265)	gs_hobby_contentprod_audio	Stories, articles, references and guides about the hobby of audio content production, audio engineering, recording, editing and mixing, as well as audio production software, audio studios and equipment.
Freelance Writing (IAB 266)	gs_hobby_contentprod_writing	Stories, articles, references and guides about the hobby of writing prose, poetry, journals, stories, novels and blogs.
Screenwriting (IAB 267)	gs_hobby_contentprod_scrnwrt	Stories, articles, references and guides about the hobby of screenwriting.
Video Production (IAB 268)	gs_hobby_contentprod_video	Stories, articles, references and guides about the hobby of video content production, film recording, engineering, and editing, as well as film production software and equipment.
Games and Puzzles (IAB 269)	gs_hobby_gamepuzzle	Reach Segment that contains all child segment definitions.
Board Games and Puzzles (IAB 270)	gs_hobby_gamepuzzle_board	Stories, articles, references and guides about board games and puzzles.
Card Games (IAB 271)	gs_hobby_gamepuzzle_card	Stories, articles, references and guides about card games (modern and traditional) and online card games.
Roleplaying Games (IAB 272)	gs_hobby_gamepuzzle_roleplay	Stories, articles, guides and references about non-digital roleplaying games, such as tabletop, board and card games, live role-playing events (LARP) and conversation games.
Genealogy and Ancestry (IAB 273)	gs_hobby_genealogy	Stories, article, guides and references about genealogy, family trees, birth, death, adoption, marriage and census records.
Inventing	gs_hobby_inventing	Stories, articles, guides and references about the hobby of inventing, patents and intellectual property.
Stamps and Coins (IAB 263)	gs_hobby_collecting_stmpcoin	Stories, articles and references about the hobbies of stamp and coin collecting.
Content Production (IAB 264)	gs_hobby_contentprod	Reach Segment that contains all child segment definitions.

Home and Garden Segments

Segment Name	Segment Machine Name	Description
Home & Garden (IAB 274)	gs_homegarden	Reach Segment that contains all child segment definitions.
Gardening (IAB 275)	gs_homegarden_gardening	Stories, articles, guides and references related to gardening about the home, rooftop gardens, city gardens, cottage gardens and other garden types, domestic garden plants, care and gardening products.
Remodeling & Construction (IAB 276)	gs_homegarden_remodeling	Stories, articles, guides, listings, reviews and references about home renovation, plans, home architects, remodeling, construction, building, plumbing, electrics, and similar.
Smart Home (IAB 277)	gs_homegarden_smarthome	Stories, articles, guides, reviews and references about smart home devices, equipment, installation and usage.
Home Appliances (IAB 278)	gs_homegarden_appliances	Stories, articles, guides, reviews and references about home appliances, white goods, and small appliances.
Home Entertaining (IAB 279)	gs_homegarden_entertaining	Stories, articles, guides, reviews and references about home entertaining including tableware, tablescapes, decor, accessories and serving ware.
Home Improvement (IAB 280)	gs_homegarden_improvement	Stories, articles, guides, and references about DIY home improvements such as tools, techniques, and hacks.
Home Security (IAB 281)	gs_homegarden_security	Stories, articles, guides, reviews and references about home security systems, alarms, locks, fencing and similar.
Indoor Environmental Quality (IAB 282)	gs_homegarden_environmental	Stories, articles, guides, reviews and references about indoor environmental quality including products and systems, humidity and ventilation control, heating, lighting, quality building design and maintenance.

Home and Garden Segments Continued...

Segment Name	Segment Machine Name	Description
Interior Decorating (IAB 283)	gs_homegarden_indoordecor	Stories, articles, guides, and references about interior decorating including painting, wallpaper, interior decorators, designers, furniture and accessories.
Landscaping (IAB 284)	gs_homegarden_landscaping	Stories, articles, guides, and references about landscape design, landscape designers, patios, paving, and other hard surfaces, outdoor building projects such as pools, ponds, walls, fencing, gazebos and decks.
Outdoor Decorating (IAB 285)	gs_homegarden_outdoordecor	Stories, articles, guides, and references about outdoor decorating including outdoor furniture and accessories.

Medical Health Segments

Segment Name	Segment Machine Name	Description
Medical Health (IAB 286)	gs_health	Reach Segment that contains all child segment definitions.
Cold and Flu (IAB 315)	gs_health_disease_coldflu	Stories, articles and references about colds, flu, cold and flu symptoms, cold and flu remedies, medicines and other treatments.
Dental Health (IAB 316)	gs_health_disease_dental	Stories, articles and references about dentistry, orthodontics, periodontics, teeth and gum health and oral hygiene.
Pharmaceutical Drugs (IAB 320)	gs_health_pharma	Stories, articles and references about pharmaceutical products, over-the-counter and prescription medications, pain management and pain relief.
Vaccines (IAB 322)	gs_health_vaccines	Stories, articles and references about vaccines and vaccination, vaccination programmes and booster shots.
Cosmetic Medical Services (IAB 323)	gs_health_cosmetic	Stories articles and references about cosmetic procedures and cosmetic surgery.

Entertainment Segments

Segment Name	Segment Machine Name	Description
Entertainment (IAB JLBCU7)	gs_entertain	Reach Segment that contains all child segment definitions.
Podcasts	gs_entertain_podcasts	Stories, reviews and references about podcasts including articles about podcasts and their presenters.
Movies (IAB 324)	gs_entertain_movies	Stories, articles, reviews and references about movies, cinema, film actors and directors, movie production and filming, and industry events and awards including The Oscars.
Television (IAB 640)	gs_entertain_tv	Stories, articles, reviews, guides and references about television shows, box-sets, television channels and networks.
Music and Audio (IAB 338)	gs_entertain_mus	Reach Segment that contains all child segment definitions.
Adult Contemporary Music (IAB 339)	gs_entertain_mus_ac	Articles about, charts and reviews about popular music from the 1960s to the present including articles about the genre and the albums, musicians and songs themselves.
Soft AC Music (IAB 340)	gs_entertain_mus_ac_soft	Covered under Adult Contemporary.
Urban AC Music (IAB 341)	gs_entertain_mus_ac_urban	Covered under Adult Contemporary.
Adult Album Alternative (IAB 342)	gs_entertain_mus_adultalbalt	Articles about, charts and reviews about AAA music including articles about the genre and the albums, musicians and songs themselves.
Alternative Music (IAB 343)	gs_entertain_mus_alternative	Articles about, charts and reviews about alt-rock and underground music including articles about the genre and the albums, musicians and songs themselves.
Children's Music (IAB 344)	gs_entertain_mus_children	Articles about, charts and reviews about music composed and performed for children including articles about the genre and the albums, musicians and songs themselves.

Entertainment Segments Continued...

Segment Name	Segment Machine Name	Description
Classic Hits (IAB 345)	gs_entertain_mus_classichits	Articles about, charts and reviews about top 40 music from the mid-1970s to the late 1990s including articles about the genre and the albums, musicians and songs themselves.
Classical Music (IAB 346)	gs_entertain_mus_classical	Articles about, charts and reviews about art music rooted in western liturgical and secular traditions including articles about the genre and the albums, musicians and songs themselves.
College Radio (IAB 347)	gs_entertain_mus_college	Articles about radio stations run by college or university students.
Comedy (Music and Audio) (IAB 348)	gs_entertain_mus_comedy	Articles and reviews about comedy recordings and albums including articles about the genre and the albums, musicians and songs themselves.
Contemporary Hits/Pop/Top 40 (IAB 349)	gs_entertain_mus_top40	Articles, charts and reviews about current top 40 hits of popular music including articles about the genre and the albums, musicians and songs themselves.
Country Music (IAB 350)	gs_entertain_mus_country	Articles, charts and reviews about country music including articles about the genre and the albums, musicians and songs themselves.
Dance and Electronic Music (IAB 351)	gs_entertain_mus_danceelect	Articles and reviews about dance and electronica including articles about the genre and the albums, musicians and songs themselves.
World/International Music (IAB 352)	gs_entertain_mus_world	Articles, charts and reviews about traditional folk and indigenous music from around the world including articles about the genre and the albums, musicians and songs themselves.
Songwriters/Folk (IAB 353)	gs_entertain_mus_folk	Articles, charts and reviews about traditional and contemporary folk music including articles about the genre and the albums, musicians and songs themselves.
Gospel Music (IAB 354)	gs_entertain_mus_gospel	Articles, charts and reviews about gospel music including articles about the genre and the albums, musicians and songs themselves.

Entertainment Segments Continued...

Segment Name	Segment Machine Name	Description
Hip Hop Music (IAB 355)	gs_entertain_mus_hiphop	Articles, charts and reviews about hip hop music including articles about the genre and the albums, musicians and songs themselves.
Inspirational/New Age Music (IAB 356)	gs_entertain_mus_newage	Articles and reviews about new age, inspirational, meditation and ambient music including articles about the genre and the albums, musicians and songs themselves.
Jazz (IAB 357)	gs_entertain_mus_jazz	Articles and reviews about jazz music including articles about the genre and the albums, musicians and songs themselves.
Oldies/Adult Standards (IAB 358)	gs_entertain_mus_oldies	Articles and reviews about popular music from the 1950s to the 1970s including articles about the genre and the albums, musicians and songs themselves.
Reggae (IAB 359)	gs_entertain_mus_reggae	Articles and reviews about reggae music including articles about the genre and the albums, musicians and songs themselves.
Blues (IAB 360)	gs_entertain_mus_blues	Articles, charts and reviews about blues music including articles about the genre and the albums, musicians and songs themselves.
Religious (Music and Audio) (IAB 361)	gs_entertain_mus_religious	Articles and reviews about religious music and religious recordings including articles about the genre and the albums, musicians, performers and songs themselves.
R&B/Soul/Funk (IAB 362)	gs_entertain_mus_soulfunk	Articles, charts and reviews about Rhythm and blues, soul and funk music including articles about the genre and the albums, musicians and songs themselves.
Rock Music (IAB 363)	gs_entertain_mus_rock	Reach Segment that contains all child segment definitions.
Album-oriented Rock (IAB 364)	gs_entertain_mus_rock_album	Articles, charts and reviews about rock albums including articles including articles about the genre and the albums, musicians and songs themselves.

Entertainment Segments Continued...

Segment Name	Segment Machine Name	Description
Alternative Rock (IAB 365)	gs_entertain_mus_rock_alt	Articles, charts and reviews about alternative rock (alt-rock) music that emerged from the independent music underground of the 1970s and became widely popular in the 1990s including articles about the genre and the albums, musicians and songs themselves.
Classic Rock (IAB 366)	gs_entertain_mus_rock_classc	Articles, charts and reviews about the radio format classic rock music including articles about the genre and the albums, musicians and songs themselves.
Hard Rock (IAB 367)	gs_entertain_mus_rock_hard	Articles, charts and reviews about hard rock (heavy rock, heavy metal) music characterized by aggressive vocals and distorted guitars including articles about the genre and the albums, musicians and songs themselves. This includes glam, grunge, and acid rock.
Soft Rock (IAB 368)	gs_entertain_mus_rock_soft	Articles, charts and reviews about the radio format soft rock music including articles about the genre and the albums, musicians and songs themselves. May have significant overlaps with adult contemporary and may be too similar to distinguish.
Soundtracks, TV and Showtunes (IAB 369)	gs_entertain_mus_soundtracks	Articles, charts and reviews about the soundtrack, TV and showtune albums and songs including articles about the genre and the albums, musicians and songs.
Urban Contemporary Music (IAB 377)	gs_entertain_mus_urban	Articles, charts and reviews about the radio format urban contemporary music including articles about the genre and the albums, musicians and songs themselves. Includes hip hop, urban pop, R&B, and Latin.
Variety (Music and Audio) (IAB 378)	gs_entertain_mus_variety	Articles, charts and reviews about the radio format variety music including articles about the genre and the albums, musicians and songs.

News, Law, Politics and War and Conflicts Segments

Segment Name	Segment Machine Name	Description
News	gs_news	National and international news articles and stories.
Law (IAB 383)	gs_law	Stories, articles and references about law, legal issues, legislation, litigation and law enforcement.
Politics (IAB 386)	gs_politics	Reach Segment that contains all child segment definitions.
American Politics	gs_politics_american	Articles, news and references about American politics, politicians and political parties.
Arabic Politics	gs_politics_arabic	Articles, news and references about Arabic politics, politicians and political parties.
Australian Politics	gs_politics_australian	Articles, news and references about Australian politics, politicians and political parties.
Brazilian Politics	gs_politics_brazilian	Articles, news and references about Brazilian politics, politicians and political parties.
British Politics	gs_politics_british	Articles, news and references about British politics, politicians and political parties.
Bulgarian Politics	gs_politics_bulgarian	Articles, news and references about Bulgarian politics, politicians and political parties.
Canadian Politics	gs_politics_canadian	Articles, news and references about Canadian politics, politicians and political parties.
Chinese Politics	gs_politics_chinese	Articles, news and references about Chinese politics, politicians and political parties.
Czech Politics	gs_politics_czech	Articles, news and references about Czech politics, politicians and political parties.
Danish Politics	gs_politics_danish	Articles, news and references about Danish politics, politicians and political parties.

News, Law, Politics and War and Conflicts Segments Continued...

Segment Name	Segment Machine Name	Description
Dutch Politics	gs_politics_dutch	Articles, news and references about Dutch politics, politicians and political parties.
Finnish Politics	gs_politics_finnish	Articles, news and references about Finnish politics, politicians and political parties.
French Politics	gs_politics_french	Articles, news and references about French politics, politicians and political parties.
German Politics	gs_politics_german	Articles, news and references about German politics, politicians and political parties.
Greek Politics	gs_politics_greek	Articles, news and references about Greek politics, politicians and political parties.
Hindi Politics	gs_politics_hindi	Articles, news and references about Hindi politics, politicians and political parties.
Hungarian Politics	gs_politics_hungarian	Articles, news and references about Hungarian politics, politicians and political parties.
Indonesian Politics	gs_politics_indonesian	Articles, news and references about Indonesian politics, politicians and political parties.
Italian Politics	gs_politics_italian	Articles, news and references about Italian politics, politicians and political parties.
Japanese Politics	gs_politics_japanese	Articles, news and references about Japanese politics, politicians and political parties.
Korean Politics	gs_politics_korean	Articles, news and references about Korean politics, politicians and political parties.
Malaysian Politics	gs_politics_malaysia	Articles, news and references about Malaysian politics, politicians and political parties.
Mexican Politics	gs_politics_mexican	Articles, news and references about Mexican politics, politicians and political parties.

News, Law, Politics and War and Conflicts Segments Continued...

Segment Name	Segment Machine Name	Description
New Zealand Politics	gs_politics_newzealand	Articles, news and references about New Zealand politics, politicians and political parties.
Norwegian Politics	gs_politics_norwegian	Articles, news and references about Norwegan politics, politicians and political parties.
Filipino Politics	gs_politics_philippines	Articles, news and references about Filipino politics, politicians and political parties.
Polish Politics	gs_politics_polish	Articles, news and references about Polish politics, politicians and political parties.
Portuguese Politics	gs_politics_portuguese	Articles, news and references about Portuguese politics, politicians and political parties.
Romanian Politics	gs_politics_romanian	Articles, news and references about Romanian politics, politicians and political parties.
Russian Politics	gs_politics_russian	Articles, news and references about Russian politics, politicians and political parties.
Slovakian Politics	gs_politics_slovakian	Articles, news and references about Slovakian politics, politicians and political parties.
Spanish Politics	gs_politics_spanish	Articles, news and references about Spanish politics, politicians and political parties.
Swedish Politics	gs_politics_swedish	Articles, news and references about Swedish politics, politicians and political parties.
Swiss Politics	gs_politics_swiss	Articles, news and references about Swiss politics, politicians and political parties.
Thai Politics	gs_politics_thai	Articles, news and references about Thai politics, politicians and political parties.
Turkish Politics	gs_politics_turkish	Articles, news and references about Turkish politics, politicians and political parties.

News, Law, Politics and War and Conflicts Segments Continued...

Segment Name	Segment Machine Name	Description
Vietnamese Politics	gs_politics_vietnamese	Articles, news and references about Vietnamese politics, politicians and political parties.
Elections (IAB 387)	gs_politics_elections	Articles, news and references about local and national elections, election results, analysis, debates and party political broadcasts.
Political Issues & Policy (IAB 388)	gs_politics_issues_policy	Articles, news and references about political issues and policy.
War and Conflicts (IAB 389)	gs_war_conflict	Stories, articles, news and references about war and conflicts, warzones and military operations.

Personal Finance Segments

Segment Name	Segment Machine Name	Description
Personal Finance (IAB 391)	gs_personalfin	Reach Segment that contains all child segment definitions.
Consumer Banking (IAB 392)	gs_personalfin_banking	Articles, news, guides and references about consumer banking, banks, bank accounts, personal finance and mortgage loans.
Financial Assistance (IAB 393)	gs_personalfin_assist	Reach Segment that contains all child segment definitions.
Government Support and Welfare (IAB 394)	gs_personalfin_assist_welf	Articles, news and references about government support and welfare, disablement benefits, employment and income support benefits, food stamps, welfare applications and programs.
Student Financial Aid (IAB 395)	gs_personalfin_assist_stdnt	Articles, news, guides and references about student financial aid, grants, bursaries, scholarships and loans.
Financial Planning (IAB 396)	gs_personalfin_assist_plan	Articles, news and references about personal financial planning.
Frugal Living (IAB 397)	gs_personalfin_frugal	Articles, news, guides and references about frugal living.
Insurance (IAB 398)	gs_personalfin_insure	Reach Segment that contains all child segment definitions.
Health Insurance (IAB 399)	gs_personalfin_insure_health	Articles, news and references about health insurance.
Home Insurance (IAB 400)	gs_personalfin_insure_home	Articles, news and references about home insurance.
Life Insurance (IAB 401)	gs_personalfin_insure_life	Articles, news and references about life insurance.
Motor Insurance (IAB 402)	gs_personalfin_insure_motor	Articles, news and references about motor insurance.
Pet Insurance (IAB 403)	gs_personalfin_insure_pet	Articles, news and references about pet insurance.
Travel Insurance (IAB 404)	gs_personalfin_insure_travel	Articles, news and references about travel insurance.

Personal Finance Segments Continued...

Segment Name	Segment Machine Name	Description
Personal Debt (IAB 405)	gs_personalfin_debt	Reach Segment that contains all child segment definitions.
Credit Cards (IAB 406)	gs_personalfin_debt_credit	Articles, news and references about credit cards, credit card fees and credit scores.
Home Financing (IAB 407)	gs_personalfin_debt_homefin	Articles, news and references about home financing and refinancing products, mortgage rates, applications and deals.
Personal Loans (IAB 408)	gs_personalfin_debt_loans	Articles, news and references about personal loans, secured and unsecured borrowing, credit scores and debt consolidation.
Student Loans (IAB 409)	gs_personalfin_debt_student	Articles, news and references about student loans, undergraduate and postgraduate loans, and student loan repayment.
Personal Investing (IAB 410)	gs_personalfin_invest	Reach Segment that contains all child segment definitions.
Hedge Funds (IAB 411)	gs_personalfin_invest_hedge	Articles, news and references about hedge funds, hedge fund managers, hedge fund management and investing strategies.
Mutual Funds (IAB 412)	gs_personalfin_invest_mutual	Articles, news and references about mutual funds, mutual fund management and investment.
Options (IAB 413)	gs_personalfin_invest_option	Articles, news and references about stock options and options trading.
Stocks and Bonds (IAB 414)	gs_personalfin_invest_stocks	Articles, news and references about investment in and trading of stocks and bonds and stock and bond markets.
Personal Taxes (IAB 415)	gs_personalfin_taxes	Articles, news and references about personal taxes and taxation including income tax, inheritance tax, social security, tax returns and tax deductions.
Retirement Planning (IAB 416)	gs_personalfin_retirement	Articles, news and references about retirement planning, pension planning and funds.
Home Utilities (IAB 417)	gs_personalfin_utility	Reach Segment that contains all child segment definitions.

Personal Finance Segments Continued...

Segment Name	Segment Machine Name	Description
Gas and Electric (IAB 418)	gs_personalfin_utility_home	Articles, news, guides and references about gas and electricity energy suppliers, home heating systems and energy bills.
Internet Service Providers (IAB 419)	gs_personalfin_utility_isp	Articles, news, guides and references about internet service providers, selecting, rating, services, IP Address lookups, broadband, fiber optics, routers, and types.
Phone Services (IAB 420)	gs_personalfin_utility_phone	Articles, news, guides and references about home and business telco and phone service packages, landlines, voice solutions, VOIP, call routing, screening, blocking, suppliers, and answering services
Water Services (IAB 421)	gs_personalfin_utility_water	Articles, news, guides and references about water utilities, domestic water systems, plumbing and wastewater treatment.

Pets Segments

Segment Name	Segment Machine Name	Description
Pets (IAB 422)	gs_pets	Reach Segment that contains all child segment definitions.
Birds (IAB 423)	gs_pets_birds	Articles, news and references about pet birds.
Cats (IAB 424)	gs_pets_cats	Articles, news and references about pet cats.
Dogs (IAB 425)	gs_pets_dogs	Articles, news and references about pet dogs.
Fish and Aquariums (IAB 426)	gs_pets_fish	Articles, news and references about fish and aquariums.
Large Animals (IAB 427)	gs_pets_large	Articles, news and references about large pets including horses, ponies, donkeys, pigs, goats, llamas and alpaca.
Pet Adoptions (IAB 428)	gs_pets_petadoptions	Articles, news and references about pet adoption.
Reptiles (IAB 429)	gs_pets_reptiles	Articles, news and references about pet reptiles including snakes, lizards, terrapins and gecko.
Veterinary Medicine (IAB 430)	gs_pets_vets	Articles, news and references about veterinary medicine, animal vaccinations and animal welfare.
Pet Supplies (IAB 431)	gs_pets_supplies	Articles, news, guides and references about pet supplies and pet shops.

Pop Culture Segments

Segment Name	Segment Machine Name	Description
Pop Culture (IAB 432)	gs_popculture	Reach Segment that contains all child segment definitions.
Celebrities	gs_popculture_celeb	Reach Segment that contains all child segment definitions.
Celebrity Deaths (IAB 433)	gs_popculture_celebdeath	Articles, news, stories and references about celebrity deaths.
Celebrity Families (IAB 434)	gs_popculture_celebfam	Articles and stories about celebrity families, children, and parenting.
Celebrity Homes (IAB 435)	gs_popculture_celebhome	Articles and stories about homes, real estate, purchases, building, architecture and decorating as it relates to a particular celebrity or well-known person.
Celebrity Pregnancy (IAB 436)	gs_popculture_celebpreg	Articles and stories about celebrity pregnancies and births.
Celebrity Relationships (IAB 437)	gs_popculture_celebrelations	Articles and stories about celebrity relationships, marriages, divorces, partnerships, couples and dating.
Celebrity Scandal (IAB 438)	gs_popculture_celebscandal	Articles and stories about celebrity scandals, rumors including lawsuits, arrests, and affairs.
Celebrity Style (IAB 439)	gs_popculture_celebstyle	Articles and stories about celebrity style, fashion, clothing, designers, and runway attire.
Humor and Satire (IAB 440)	gs_popculture_humor	Humorous and satirical articles, stories, listings, sites, jokes and comedy treatments.

Real Estate Segments

Segment Name	Segment Machine Name	Description
Real Estate (IAB 441)	gs_realestate	Reach Segment that contains all child segment definitions.
Apartments (IAB 442)	gs_realestate_apartments	Articles, news, guides and listings about the sale or rental of apartments.
Retail Property (IAB 443)	gs_realestate_retail	Articles, news, guides and listings about the sale, rental or occupation of retail property.
Vacation Properties (IAB 444)	gs_realestate_vacation	Articles, news, guides and listings about the sale or rental of vacation properties, second homes and timeshare.
Developmental Sites (IAB 445)	gs_realestate_development	Articles, news, guides and listings about development sites for construction, planning and property development.
Hotel Properties (IAB 446)	gs_realestate_hotel	Articles, news, guides and listings about hotel properties and resorts.
Houses (IAB 447)	gs_realestate_houses	Articles, news, guides and listings about the sale or rental of houses.
Industrial Property (IAB 448)	gs_realestate_industrial	Articles, news, guides and listings about commercial real estate including investing in properties such as office buildings, warehouses, factories, retail, restaurant, leisure facilities and land.
Land and Farms (IAB 449)	gs_realestate_farms	Articles, news, guides and listings about the sale or rental of land and farms including woodlands.
Office Property (IAB 450)	gs_realestate_office	Articles, news, guides and listings about the sale, rental or occupation of office property.
Real Estate Buying and Selling (IAB 451)	gs_realestate_buysell	Articles, news, guides and listings about the buying and selling of real estate for private use, or investment.
Real Estate Renting and Leasing (IAB 452)	gs_realestate_rentlease	Articles, news, guides and listings about the renting and leasing of real estate for private use, or investment.

Science Segments

Segment Name	Segment Machine Name	Description
Science (IAB 464)	gs_science	Reach Segment that contains all child segment definitions, as well as additional terms needed to fully define "science."
Biological Sciences (IAB 465)	gs_science_biology	Stories, articles, news and references about biological sciences.
Chemistry (IAB 466)	gs_science_chemistry	Stories, articles, news and references about chemistry.
Environment (IAB 467)	gs_science_environment	Stories, articles, news and references about the environment and environmental issues including climate science, climate change, pollution, biodiversity, renewable energy and recycling.
Genetics (IAB 468)	gs_science_genetics	Stories, articles, news and references about genetics.
Geography (IAB 469)	gs_science_geography	Stories, articles, news and references about physical and human geography including the interactions of communities, cultures and economies with the environment, and these processes and patterns in the natural environment.
Geology (IAB 470)	gs_science_geology	Stories, articles, news and references about geology including the structure, evolution and dynamics of the earth and its natural mineral and energy resources.
Physics (IAB 471)	gs_science_physics	Stories, articles, news and references about physics.
Space and Astronomy (IAB 472)	gs_science_space	Stories, articles, news and references about space and astronomy, the space industry, space tourism and space exploration.
Weather (IAB 390)	gs_science_weather	Stories, articles, news and references about weather, weather forecasts and extreme weather.

Seasonal Events Segments

Segment Name	Segment Machine Name	Description
Seasonal Events	gs_seasevnt	Reach Segment that contains all child segment definitions.
Back To School	gs_seasevnt_backtoschool	Articles, news, listings and references about getting ready to go back to school including uniforms, supplies and accessories.
Black Friday	gs_seasevnt_blackfriday	Articles, news, guides, listings and references about Black Friday and Cyber Monday including discounts and deals.
Christmas	gs_seasevnt_christmas	Stories, articles, news and references about Christmas, Christmas shopping, preparation, traditions and festivities.
Chinese New Year	gs_seasevnt_cny	Stories, articles, news and references about Chinese New Year and Lunar New Year.
Copa America	gs_seasevnt_copaamerica	Stories, articles, news and references about the Copa America soccer tournament.
Easter	gs_seasevnt_easter	Stories, articles, news and references about the Easter festival, Easter gift-giving and Easter traditions.
Eid	gs_seasevnt_eid	Stories, articles, news and references about the festivals of Eid al-Fitr and Eid al-Adha.
Euro Championship	gs_seasevnt_euros	Stories, articles, news and references about the UEFA European soccer championship.
Father's Day	gs_seasevnt_fathersday	Stories, articles, news and references about Father's Day and Father's Day gift ideas.
Fourth July	gs_seasevnt_fourthjuly	Stories, articles, news and references about the United States federal holiday of Independence Day.
Halloween	gs_seasevnt_halloween	Stories, articles, news and references about Halloween, decorations and pumpkin carving, and Halloween costume ideas.

Seasonal Events Segments Continued...

Segment Name	Segment Machine Name	Description
March Madness	gs_seasevnt_marchmadness	Stories, articles, news and references about the 'March Madness' college basketball tournament.
Mid Autumn	gs_seasevnt_midautumn	Stories, articles, news and references about the Mid-Autumn Festival.
Mother's Day	gs_seasevnt_mothersday	Stories, articles, news and references about Mother's Day and Mother's Day gift ideas.
Music Festival	gs_seasevnt_musicfest	Stories, articles, news, guides and references about music festivals including Coachella, Tomorrowland and Glastonbury.
New Year	gs_seasevnt_newyear	Stories, articles, news and references about New Year's Eve, New Year's Day, New Year's resolutions and celebrations.
Oscars	gs_seasevnt_oscars	Stories, articles, news and references about the Oscars film awards, Oscar nominees and winners.
Singles Day	gs_seasevnt_singlesday	Stories, articles, news and references about the Chinese holiday, Singles Day.
Summer Fun	gs_seasevnt_summerfun	Stories, articles, news and references about Summertime events and activities including summer parties, picnic and barbecue recipes and ideas.
Super Bowl	gs_seasevnt_superbowl	Stories, articles, news and references about the NFL's Super Bowl championship (an American Football game).
Tennis Championship	gs_seasevnt_tennischamps	Stories, articles, news and references about professional tennis championships including Grand Slam events such as the US Open, Australian Open, Roland Garros and Wimbledon.
Thanksgiving	gs_seasevnt_thanksgiving	Stories, articles, news and references about Thanksgiving Day including menu ideas and recipes.
Valentine's Day	gs_seasevnt_valentinesday	Stories, articles, news and references about Valentine's Day including gift ideas.

Shopping Segments

Segment Name	Segment Machine Name	Description
Shopping (IAB 473)	gs_shopping	Reach Segment that contains all child segment definitions.
Party Supplies and Decorations (IAB 161)	gs_shopping_partysupplies	Articles, guides and listings about party supplies and decorations including party decorating ideas and themes.
Coupons and Discounts (IAB 474)	gs_shopping_coupons	Articles, guides and listings about promotional, discount and coupon codes.
Flower Shopping (IAB 475)	gs_shopping_flower	Articles, guides and listings about the sale of flowers, flowers for delivery and flower arranging services.
Gifts and Greetings Cards (IAB 476)	gs_shopping_giftscards	Articles, guides, listings and reviews about gifts, gift-giving, greetings cards, greetings card materials and stockists.
Grocery Shopping (IAB 477)	gs_shopping_grocery	Articles, guides, listings, reviews and resources about groceries, grocery shopping, food shops and food halls and markets.
Holiday Shopping (IAB 478)	gs_shopping_holiday	Articles, guides, listings, reviews and resources about shopping for holiday gifts and decorations including Valentine's Day shopping, Christmas shopping, Thanksgiving shopping, Halloween shopping and other major regionally appropriate holidays.
Household Supplies (IAB 479)	gs_shopping_household	Articles, guides, listings and reviews about everyday household supplies including cleaning tools and products, laundry detergents and fabric softners, dishwashing products, lightbulbs, batteries, bakeware and food storage containers.
Lotteries and Scratchcards (IAB 480)	gs_shopping_lottery	Stories, articles, news and references about scratchcard and lottery draws, winners and results including major regional lotteries.

Shopping Segments Continued...

Segment Name	Segment Machine Name	Description
Sales and Promotions (IAB 481)	gs_shopping_sales	Stories, articles and references about sales and promotions including Black Friday, post- and pre-holiday sales, and promotional activities.
Children's Games and Toys (IAB 482)	gs_shopping_children	Stories, articles, reviews and references about shopping for children's games and toys.

Sport Segments

Segment Name	Segment Machine Name	Description
Sports (IAB 483)	gs_sport	Reach Segment that contains all child segment definitions.
Winter Sports	gs_sport_winter	Stories, articles, news and references about winter sports including skiing, snowboarding, ice hockey, ice skating, speed skating, bobsleigh and luge.
American Football (IAB 484)	gs_sport_amfootball	Stories, articles, news and references about American football, fixtures, results, standings, player trades and signings. Also includes articles referenceing American football teams, players and other personnel.
Boxing (IAB 485)	gs_sport_boxing	Stories, articles, news and references about boxing including professional boxers, boxing fixtures and fight results.
Cheerleading (IAB 486)	gs_sport_cheerleading	Stories, articles, news and references about cheerleaders and cheerleading.
College Sports (IAB 487)	gs_sport_college	Reach Segment that contains all child segment definitions.
College Football (IAB 488)	gs_sport_college_football	Stories, articles, news and references about college football, fixtures, results, players, teams and programs.
College Basketball (IAB 489)	gs_sport_college_basketball	Stories, articles, news and references about college basketball including fixtures, results, players, teams and college basketball programs.
College Baseball (IAB 490)	gs_sport_college_baseball	Stories, articles, news and references about college baseball including fixtures, results, players, teams and college baseball programs.
Cricket (IAB 491)	gs_sport_cricket	Stories, articles, news and references about cricket including professional competitions, tournaments, fixtures, results, standings, players and teams.
Cycling (IAB 492)	gs_sport_cycling	Stories, articles, news and references about cycling including professional cycling, cyclists and events.

Sports Segments Continued...

Segment Name	Segment Machine Name	Description
Darts (IAB 493)	gs_sport_darts	Stories, articles, news and references about darts including professional darts players and competitions.
Disabled Sports (IAB 494)	gs_sport_disabledsports	Stories, articles, news and references about disabled sports including blind soccer, deaf soccer, goalball, hand-cycling, wheelchair racing, wheelchair soccer, wheelchair rugby, wheelchair hockey, wheelchair tennis, wheelchair sailing, wheelchair basketball, wheelchair dance, wheelchair curling, wheelchair fencing and sitting volleyball.
Diving (IAB 495)	gs_sport_diving	Stories, articles, news and references about divers and diving both as a competitive sport and a recreational pastime.
Equine Sports (IAB 496)	gs_sport_equine	Reach Segment that contains all child segment definitions. Also include articles, stories and references about equestrian activities such as dressage, show jumping, eventing, pony trials, fox hunting, riding, pony trekking, roping, rodeo, barrel racing, polo, gymkhana and so on. Includes HorseRacing as a distinct child segment.
Horse Racing (IAB 497)	gs_sport_equine_horseracing	Stories, articles, news and references about horse racing including jump races, flat races, steeplechasing, harness racing, trotting, as well as associated topics about racehorse breeding, stud farms, training, organizations, sales and breezes.
Extreme Sports (IAB 498)	gs_sport_extreme	Reach Segment that contains all child segment definitions.
Canoeing and Kayaking (IAB 499)	gs_sport_extreme_canoekayak	Stories, articles, news and references about canoeing and kayaking both as a recreational activity and a competitive sport, canoe slalom, canoe and kayaking racing, and whitewater canoeing and kayaking.

Sports Segments Continued...

Segment Name	Segment Machine Name	Description
Climbing (IAB 500)	gs_sport_extreme_climbing	Stories, articles, news and references about indoor and outdoor climbing including mountaineering, free climbing, rock climbing and bouldering.
Paintball (IAB 501)	gs_sport_extreme_paintball	Stories, articles, news and references about paintball.
Scuba Diving (IAB 502)	gs_sport_extreme_scuba	Stories, articles, news and references about scuba diving including scuba diving courses, equipment and destinations.
Skateboarding (IAB 503)	gs_sport_extreme_skateboard	Stories, articles, news and references about skateboarding, skateboarders, skate parks and skateboarding equipment.
Snowboarding (IAB 504)	gs_sport_extreme_snowboard	Stories, articles, news and references about snowboarding, snowboarders, resorts and snowboarding equipment.
Surfing and Bodyboarding (IAB 505)	gs_sport_extreme_surfing	Stories, articles, news and references about surfboarding, bodyboarding, long boarding, short boarding, paddleboarding, wind-surfing and kite surfing.
Waterskiing and Wakeboarding (IAB 506)	gs_sport_extreme_waterski	Stories, articles, news and references about water skiing and wakeboarding.
Australian Rules Football (IAB 507)	gs_sport_ausfootball	Stories, articles, news and references about Australian rules football including fixtures, results, players and teams.
Fantasy Sports (IAB 508)	gs_sport_fantasysports	Stories, articles, news, guides and references about fantasy sports leagues.
Field Hockey (IAB 509)	gs_sport_fieldhockey	Stories, articles, news and references about field hockey including fixtures, results, players and teams.
Figure Skating (IAB 510)	gs_sport_figureskating	Stories, articles, news and references about figure skating, figure skaters, figures skating events and competitions.
Fishing Sports (IAB 511)	gs_sport_fishing	Stories, articles, news and references about fishing and angling, coarse fishing, fly fishing, freshwater, saltwater and sea fishing, and fishing equipment.

Sports Segments Continued...

Segment Name	Segment Machine Name	Description
Golf (IAB 512)	gs_sport_golf	Stories, articles, news and references about golf, golfers, golf courses, golfing events and tournaments.
Gymnastics (IAB 513)	gs_sport_gymnastics	Stories, articles, news and references about gymnastics, gymnasts, gymnastiic events and competitions.
Handball	gs_sport_handball	Stories, articles, news and references about handball including fixtures, results, players and teams.
Hunting and Shooting (IAB 514)	gs_sport_huntingshooting	Stories, articles, news and references about hunting and shooting including game and big-game hunting and shooting, hunting seasons and rules, licensing, and hunting and shooting gear.
Ice Hockey (IAB 515)	gs_sport_icehockey	Stories, articles, news and references about ice hockey including fixtures, results, players and teams.
Inline Skating (IAB 516)	gs_sport_inlineskating	Stories, articles, news and references about roller skating and inline skating, roller blading, roller hockey, roller disco and park skating.
Lacrosse (IAB 517)	gs_sport_lacrosse	Stories, articles, news and references about lacrosse including fixtures, results, players and teams.
Auto Racing (IAB 518)	gs_sport_autorace	Reach Segment that contains all child segment definitions.
Formula 1	gs_sport_autorace_f1	Stories, articles, news and references about Formula 1 races, results, drivers and teams.
Nascar	gs_sport_autorace_nascar	Stories, articles, news and references about Nascar, races, results, drivers and teams.
Rally	gs_sport_autorace_rally	Stories, articles, news and references about rally driving including World Rally Championship races, results, drivers and teams.
Motorcycle Sports (IAB 519)	gs_sport_autorace_motorbike	Stories, articles, news and references about motorcycle sports including motocross, motorcycle trials, speedway, motorcycle sidecar racing, Isle of Man TT, World Superbike Championship, MotoGP races, results, drivers and teams.

Sports Segments Continued...

Segment Name	Segment Machine Name	Description
Martial Arts (IAB 520)	gs_sport_martial	Stories, articles, news and references about martial arts including mixed martial arts (MMA), karate, judo, muay thai, kung fu, kickboxing, ninjutsu, sambo, taekwondo, tai chi and wrestling.
Olympic Sports (IAB 521)	gs_sport_olympics	Reach Segment that contains all child segment definitions.
Summer Olympic Sports (IAB 522)	gs_sport_olympics_summer	Stories, articles, news and references about the summer Olympic Games, events and athletes.
Winter Olympic Sports (IAB 523)	gs_sport_olympics_winter	Stories, articles, news and references about the winter Olympic Games, events and athletes.
Paralympics	gs_sport_paralympics	Stories, articles, news and references about the Paralympic games, events and athletes.
Poker and Professional Gambling (IAB 524)	gs_sport_pokergambling	Stories, articles, news and references about poker, professional gambling and professional gambling tournaments and events.
Powerboats	gs_sport_powerboats	Stories, articles, news and references about powerboats and powerboat racing.
Rodeo (IAB 525)	gs_sport_rodeo	Stories, articles, news and references about rodeo and rodeo events including bull and bareback horse riding, calf roping and steer wrestling.
Rowing (IAB 526)	gs_sport_rowing	Stories, articles, news and references about rowing including competitive events and championships.
Rugby (IAB 527)	gs_sport_rugby	Reach Segment that contains all child segment definitions.
Rugby League (IAB 528)	gs_sport_rugby_rugbyleague	Stories, articles, news and references about rugby league including competitions, fixtures, results, players and teams.
Rugby Union (IAB 529)	gs_sport_rugby_rugbyunion	Stories, articles, news and references about rugby union including competitions, fixtures, results, players and teams.

Sports Segments Continued...

Segment Name	Segment Machine Name	Description
Sailing (IAB 530)	gs_sport_sailing	Stories, articles, news and references about sailing including competitive sailing, races and competitions such as the America's Cup and the Vendee Globe
Skiing (IAB 531)	gs_sport_skiing	Stories, articles, news and references about skiing, aki equipment, alpine skiing, nordic skiing, indoor and dry slope skiing, ski resorts and competitive skiing.
Snooker/Pool/Billiards (IAB 532)	gs_sport_snookerpool	Stories, articles, news and references about snooker, pool and billiards including cues and equipment, competitions and events.
Soccer (IAB 533)	gs_sport_soccer	Stories, articles, news and references about soccer including major national and international leagues and competitions, fixtures, results, players and teams.
Badminton (IAB 534)	gs_sport_badminton	Stories, articles, news and references about badminton including rackets and equipment, competitions and events.
Softball (IAB 535)	gs_sport_softball	Stories, articles, news and references about softball including fixtures, results, players and teams.
Squash (IAB 536)	gs_sport_squash	Stories, articles, news and references about squash including rackets and equipment, competitions and events.
Swimming (IAB 537)	gs_sport_swimming	Stories, articles, news and references about swimming including competitions and events.
Table Tennis (IAB 538)	gs_sport_tabletennis	Stories, articles, news and references about table tennis including table tenis equipment, competitions and events.
Tennis (IAB 539)	gs_sport_tennis	Stories, articles, news and references about tennis including rackets and equipment, professional tennis players and tournaments including grand slam events.
Track and Field (IAB 540)	gs_sport_trackfield	Stories, articles, news and references about track and field including events, athletes, track and field competitions and events.

Sports Segments Continued...

Segment Name	Segment Machine Name	Description
Volleyball (IAB 541)	gs_sport_volleyball	Stories, articles, news and references about volleyball including fixtures, results, players and teams.
Walking (IAB 542)	gs_sport_walking	Stories, articles, news and references about competitive and race walking including walking races and events.
Water Polo (IAB 543)	gs_sport_waterpolo	Stories, articles, news and references about water polo including water polo games and results.
Weightlifting (IAB 544)	gs_sport_weightlifting	Stories, articles, news and references about weightlifting including weightlifting exercises, competitive weightlifting, weights and weightlifting equipment.
Baseball (IAB 545)	gs_sport_baseball	Stories, articles, news and references about baseball including Major League Baseball (MLB), fixtures, results, players and teams.
Wrestling (IAB 546)	gs_sport_wrestling	Stories, articles, news and references about competitive wrestling, competitions and events, wrestling promotions, events and wrestling characters.
Basketball (IAB 547)	gs_sport_basketball	Stories, articles, news and references about basketball including the National Basketball Association (NBA), fixtures, results, players and teams.
Beach Volleyball (IAB 548)	gs_sport_beachvolleyball	Stories, articles, news and references about beach volleyball including fixtures, results, players and teams.
Bodybuilding (IAB 549)	gs_sport_bodybuilding	Stories, articles, news and references about bodybuilding including exercises, training, diet and meal plans for bodybuilding, bodybuilding competitions and events.
Bowling (IAB 550)	gs_sport_bowling	Stories, articles, news and references about bowling including tenpin, nine pin, petanque, carpet and lawn bowls.
Sports Equipment (IAB 551)	gs_sport_equipment	Stories, articles, news and references about sports equipment including sports footwear and clothing, rackets, bats, clubs, balls and protective equipment.

Fashion Segments

Segment Name	Segment Machine Name	Description
Style & Fashion (IAB 552)	gs_fashion	Reach Segment that contains all child segment definitions.
Beauty (IAB 553)	gs_fashion_beauty	Articles, news, guides and references about hair care including styling and hair care products.
Hair Care (IAB 554)	gs_fashion_beauty_haircare	Articles, news, guides and references about makeup and accessories including makeup tips and and tutorials.
Makeup and Accessories (IAB 555)	gs_fashion_beauty_makeup	Articles, news, guides and references about nail care and nail care products.
Nail Care (IAB 556)	gs_fashion_beauty_nailcare	Stories, articles, news and references about natural, organic, ethical and eco-friendly beauty products.
Natural and Organic Beauty (IAB 557)	gs_fashion_beauty_natural	Stories, articles, news and references about perfumes and fragrances, eau de toillete, eau de parfum, eau de Cologne, aftershaves and body sprays.
Perfume and Fragrance (IAB 558)	gs_fashion_beauty_perfume	Stories, articles, news, guides and references about skin care and skin care products including body lotions, body butter, body wash, moisturizers, anti-aging creams, exfoliators and sunscreen.
Skin Care (IAB 559)	gs_fashion_beauty_skincare	Reach Segment that contains all child segment definitions.
Women's Fashion (IAB 560)	gs_fashion_women	Reach Segment that contains all child segment definitions.
Women's Accessories (IAB 561)	gs_fashion_women_acc	Articles, news and references about women's glasses and sunglasses.
Women's Glasses (IAB 562)	gs_fashion_women_acc_glasses	Articles, news and references about women's bags, handbags and wallets.
Women's Handbags and Wallets (IAB 563)	gs_fashion_women_acc_handbag	Articles, news and references about women's hats and scarves.
Women's Hats and Scarves (IAB 564)	gs_fashion_women_acc_hatscrf	Articles, news and references about women's jewelry and watches.
Women's Jewelry and Watches (IAB 565)	gs_fashion_women_acc_jewelry	Reach Segment that contains all child segment definitions.

Fashion Segments Continued...

Segment Name	Segment Machine Name	Description
Women's Clothing (IAB 566)	gs_fashion_women_clthng	Articles, news and references about women's business wear.
Women's Business Wear (IAB 567)	gs_fashion_women_clthng_bus	Articles, news and references about women's casual wear.
Women's Casual Wear (IAB 568)	gs_fashion_women_clthng_cas	Articles, news and references about women's formal wear.
Women's Formal Wear (IAB 569)	gs_fashion_women_clthng_form	Articles, news and references about women's intimates and sleepwear.
Women's Intimates and Sleepwear (IAB 570)	gs_fashion_women_clthng_int	Articles, news and references about women's outerwear including coats and jackets.
Women's Outerwear (IAB 571)	gs_fashion_women_clthng_out	Articles, news and references about women's sportswear.
Women's Sportswear (IAB 572)	gs_fashion_women_clthng_sprt	Articles, news and references about women's shoes and footwear.
Women's Shoes and Footwear (IAB 573)	gs_fashion_women_shoes	Articles, news and references about body art including tattoos and piercings.
Body Art (IAB 574)	gs_fashion_bodyart	Articles, news and references about children's clothing including children's fashion and back-to-school clothing.
Children's Clothing (IAB 575)	gs_fashion_children	Articles, news and references about designer clothing.
Designer Clothing (IAB 576)	gs_fashion_designer	Articles, news and references about fashion trends.
Fashion Trends (IAB 577)	gs_fashion_trends	Articles, news and references about high fashion and haute couture.
High Fashion (IAB 578)	gs_fashion_highfashion	Reach Segment that contains all child segment definitions.
Men's Fashion (IAB 579)	gs_fashion_men	Reach Segment that contains all child segment definitions.
Men's Accessories (IAB 580)	gs_fashion_men_acc	Articles, news and references about men's jewelry and watches.
Men's Jewelry and Watches (IAB 581)	gs_fashion_men_acc_jewelry	Reach Segment that contains all child segment definitions.

Fashion Segments Continued...

Segment Name	Segment Machine Name	Description
Men's Clothing (IAB 582)	gs_fashion_men_clthng	Reach Segment that contains all child segment definitions.
Men's Business Wear (IAB 583)	gs_fashion_men_clthng_bus	Articles, news and references about men's business wear.
Men's Casual Wear (IAB 584)	gs_fashion_men_clthng_cas	Articles, news and references about men's casual wear.
Men's Formal Wear (IAB 585)	gs_fashion_men_clthng_form	Articles, news and references about men's formal wear.
Men's Outerwear (IAB 586)	gs_fashion_men_clthng_out	Articles, news and references about men's outerwear including coats and jackets.
Men's Sportswear (IAB 587)	gs_fashion_men_clthng_sport	Articles, news and references about men's sportswear.
Men's Underwear and Sleepwear (IAB 588)	gs_fashion_men_clthng_under	Articles, news and references about men's underwear and sleepwear.
Men's Shoes and Footwear (IAB 589)	gs_fashion_men_shoes	Articles, news and references about men's shoes and footwear.
Personal Care (IAB 590)	gs_fashion_persnlcare	Reach Segment that contains all child segment definitions.
Bath and Shower (IAB 591)	gs_fashion_persnlcare_bath	Articles, news and references about bath and shower products including soaps, shower gels, bath salts, bombs and soaks, shampoos and conditioners, sponges, towels and other bath accessories.
Deodorant and Antiperspirant (IAB 592)	gs_fashion_persnlcare_deo	Articles, news and references about deodorants and anti-perspirants.
Oral care (IAB 593)	gs_fashion_persnlcare_oral	Articles, news and references about oral care including toothbrushes, toothpastes, mouthwash, floss and other teeth, gum and tongue care products.
Shaving (IAB 594)	gs_fashion_persnlcare_shave	Articles, news and references about shaving and shaving products including razors, electric shavers, shaving soaps and gels and other shaving products.
Street Style (IAB 595)	gs_fashion_street	Articles, news and references about street style and streetwear brands.

Technology and Computing Segments

Segment Name	Segment Machine Name	Description
Technology & Computing (IAB 596)	gs_tech	Reach Segment that contains all child segment definitions.
Artificial Intelligence (IAB 597)	gs_tech_ai	Articles, news and references about AI, NLP, research, innovations, uses, product applications, and history including reviews, listings, tutorials, and Q&As.
Augmented Reality (IAB 598)	gs_tech_ar	Articles, news and references about augmented reality applications, development, research, usage and inventions including reviews, listings, tutorials, and Q&As.
Computing (IAB 599)	gs_tech_compute	Reach Segment that contains all child segment definitions.
Computer Networking (IAB 600)	gs_tech_compute_networking	Articles, news and references about networking software, hardware, protocols, standards and systems including reviews, listings, tutorials, Q&As, and resources.
Computer Peripherals (IAB 601)	gs_tech_compute_peripherals	Articles, news, guides, listings and references about peripherals such as keyboards, mice, monitors, printers, cameras, and other input and output devices including reviews, listings, tutorials, and Q&As.
Software and Applications (IAB 602)	gs_tech_compute_apps	Reach Segment that contains all child segment definitions.
3-D Graphics (IAB 603)	gs_tech_compute_apps_3-d	Articles, news, guides, listings and references about 3D graphics software including tools for modelling and texturing, as well as plugins including reviews, listings, tutorials, Q&As, How-tos and courses.
Photo Editing Software (IAB 604)	gs_tech_compute_apps_photoed	Articles, news, guides, listings and references about photo editing software including reviews, listings, tutorials, Q&As, How-tos and courses.

Technology and Computing Segments Continued...

Segment Name	Segment Machine Name	Description
Shareware and Freeware (IAB 605)	gs_tech_compute_apps_shrware	Articles, news, guides and references about free and open-source software including reviews, listings, tutorials, and Q&As.
Video Software (IAB 606)	gs_tech_compute_apps_video	Articles, news, guides, listings and references about video editing software including reviews, listings, tutorials, Q&As, How-tos and courses.
Web Conferencing (IAB 607)	gs_tech_compute_apps_conf	Articles, news, guides, listings and references about web and video conferencing software including reviews, listings, tutorials, Q&As, How-tos and courses.
Antivirus Software (IAB 608)	gs_tech_compute_apps_antivir	Articles, news, guides, listings and references about anti-virus software including reviews, listings, tutorials, Q&As, How-tos and courses.
Browsers (IAB 609)	gs_tech_compute_apps_browser	Articles, news, guides and references about web browsers including reviews, listings, tutorials, Q&As, How-tos and courses.
Computer Animation (IAB 610)	gs_tech_compute_apps_anim	Articles, news, guides, listings and references about animation software including reviews, listings, tutorials, Q&As, How-tos and courses.
Databases (IAB 611)	gs_tech_compute_apps_db	Articles, news, guides, listings and references about computer database software.
Desktop Publishing (IAB 612)	gs_tech_compute_apps_dtp	Articles, news, guides, listings and references about page layout and desktop publishing software including reviews, listings, tutorials, Q&As, How-tos and courses.
Digital Audio (IAB 613)	gs_tech_compute_apps_audio	Articles, news, guides, listings and references about audio software including reviews, listings, tutorials, Q&As, How-tos and courses.

Technology and Computing Segments Continued...

Segment Name	Segment Machine Name	Description
Graphics Software (IAB 614)	gs_tech_compute_apps_graphic	Articles, news, guides, listings and references about computer graphics software, such as tools for graphic design, drawing, and other 2D graphics including reviews, listings, tutorials, Q&As, How-tos and courses.
Operating Systems (IAB 615)	gs_tech_compute_apps_os	Articles, news and references about operating systems for mobile, desktop and other devices like set top boxes and consoles including How-tos, references, listings, components, and development.
Mac Software	gs_tech_compute_apps_mac	Articles, news, reviews and references about Apple Mac software and operating systems.
Data Storage and Warehousing (IAB 616)	gs_tech_compute_datastorage	Articles, news and references about computer data storage including database technology, data warehouses, big data, data storage hardware, data organization, performance, software and tools.
Desktops (IAB 617)	gs_tech_compute_desktops	Articles, news, reviews, listings and references about desktop computers.
Information and Network Security (IAB 618)	gs_tech_compute_netsecurity	Articles, news and references about network security, firewalls, authentication, security management, network attacks, antivirus software, encryption, penetration testing, vulnerabilities and so on.
Internet (IAB 619)	gs_tech_compute_net	Reach Segment that contains all child segment definitions. Also matches content about more general terms about internet security, privacy, technologies, solutions, and trends.
Cloud Computing (IAB 620)	gs_tech_compute_net_cloud	Articles, news, guides, listings and references about Cloud Computing processes, software, architecture, security and privacy, emerging trends, service models, companies and suppliers, and deployment models.

Technology and Computing Segments Continued...

Segment Name	Segment Machine Name	Description
Web Development (IAB 621)	gs_tech_compute_net_webdev	Articles, news, guides, tutorials and references about web development processes, software, architecture, security and privacy, emerging trends, companies and suppliers, and deployment models.
Web Hosting (IAB 622)	gs_tech_compute_net_webhost	Articles, news, reviews, listings and references about web hosting and web hosting providers including How-tos and tutorials on designing and creating websites.
Email (IAB 623)	gs_tech_compute_net_email	Articles, news, reviews and references about email clients including How-tos and guides.
Internet for Beginners (IAB 624)	gs_tech_compute_net_beginner	Content including tutorials, articles, Q&A, how-to guides, reference materials, software tools, courses and learning materials for beginner internet usage.
Internet of Things (IAB 625)	gs_tech_compute_net_iot	Articles, news, guides, listings and references about IoT, sensors, embedded systems, control systems, home automation and smart home devices, consumer and commercial applications, trends, architecture and enabling technologies.
IT and Internet Support (IAB 626)	gs_tech_compute_net_support	Articles, news, guides and references about IT and Internet support, training, services, network engineering, managed services, staffing, HR, tools and software.
Search (IAB 627)	gs_tech_compute_net_search	Articles, news and references about search engine technologies, programming, and terminology.
Social Networking (IAB 628)	gs_tech_compute_net_social	Articles, news and references about social networking, safety, privacy, influencers and influencer marketing, and services and advice, but that aren't necessarily the social sites themselves; sometimes mistakenly picks up social links

Technology and Computing Segments Continued...

Segment Name	Segment Machine Name	Description
Web Design and HTML (IAB 629)	gs_tech_compute_net_webdes	Content including tutorials, articles, Q&A, reference materials, software tools and frameworks about web design, web programming, front end design, front end engineering, online user experience, and interaction design.
Laptops (IAB 630)	gs_tech_compute_laptops	Articles, news, reviews, listings and references about laptop computers.
Programming Languages (IAB 631)	gs_tech_compute_languages	Content about tutorials, articles, Q&As, reference materials, software tools and frameworks about programming languages including historical languages.
Consumer Electronics (IAB 632)	gs_tech_consumer	Reach Segment that contains all child segment definitions. Matches as a Reach Segment, but also includes additional generic terms about consumer electronics such as printers, paper shredders, radios, karaoke machines, retail sales, MP3 players, music systems trends, trade shows like CES, and services.
Cameras and Camcorders (IAB 633)	gs_tech_consumer_camera	Articles, news, guides, listings and references about digital cameras, film cameras, camcorders, reviews, tips and techniques, classes, services, consumables, courses, news, trends, magazines, and competitions.
Home Entertainment Systems (IAB 634)	gs_tech_consumer_homeent	Articles, news, guides, listings and references about home entertainment systems, reviews, components, home cinema, guides, installation, and surround sound.
Smartphones (IAB 635)	gs_tech_consumer_smartphone	Articles, news, guides, listings and references about internet-enabled mobile phones including buying guides, reviews, tips, history, trends, and features.
Tablets and E-readers (IAB 636)	gs_tech_consumer_tableteread	Articles, news, guides, listings and references about tablets and e-readers including buying guides, reviews, tips, history, trends, features, and usage.

Technology and Computing Segments Continued...

Segment Name	Segment Machine Name	Description
Virtual & Augmented Reality (IAB 639)	gs_tech_vr	Articles, news, reviews, listings and references about virtual, mixed and augmented reality environments and games, as well as virtual reality hardware such as glasses, headsets, controllers and other accessories.
Wearable Technology (IAB 637)	gs_tech_consumer_wearables	Articles, news, guides, listings and references about smartwatches, fitness trackers, sports tech, and running watches including tech news, reviews and guides.
Robotics (IAB 638)	gs_tech_robotics	Articles, news and references about robots and robotics including their design, programming, manufacturering and use.

Travel Segments

Segment Name	Segment Machine Name	Description
Travel (IAB 653)	gs_travel	Reach Segment that contains all child segment definitions.
Holidays	gs_travel_holidays	Stories, articles, reviews, guides and listings about holidays and vacations including summer and winter breaks, destinations and resorts.
Travel Accessories (IAB 654)	gs_travel_accessories	Stories, articles, reviews and listings about travel accessories including luggage, power adapters, camping and hiking equipment, travel containers and pillows, electronics, and locks.
Travel Locations (IAB 655)	gs_travel_locations	Reach Segment that contains all child segment definitions.
Africa Travel (IAB 656)	gs_travel_locations_africa	Stories, articles, references and reviews about travel, attractions, sites and activities in the African continent.
Asia Travel (IAB 657)	gs_travel_locations_asia	Stories, articles, references and reviews about travel, attractions, sites and activities in Asia including Southeast Asia, Western Asia, Central Asia, and Eastern Asia.
Australia and Oceania Travel (IAB 658)	gs_travel_locations_ausocean	Stories, articles, references and reviews about travel, attractions, sites and activities in Australia and Oceania including Australia, Micronesia, Fiji, Kiribati, Marshall Islands, Nauru, New Zealand, Palau, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu and Vanuatu.
Europe Travel (IAB 659)	gs_travel_locations_europe	Stories, articles, references and reviews about travel, attractions, sites and activities in Europe including the UK, Western Europe and Eastern Europe
North America Travel (IAB 660)	gs_travel_locations_na	Stories, articles, references and reviews about travel, attractions, sites and activities in North America including the US, Canada and Mexico and the Caribbean.

Travel Segments Continued...

Segment Name	Segment Machine Name	Description
Polar Travel (IAB 661)	gs_travel_locations_polar	Stories, articles, references and reviews about travel, attractions, sites and activities in the South and North Poles.
South America Travel (IAB 662)	gs_travel_locations_sa	Stories, articles, references and reviews about travel, attractions, sites and activities in South America.
Travel Preparation and Advice (IAB 663)	gs_travel_preparationadvice	Stories, articles, and references about travel preparation and advice such as vaccinations, travel tips, governmental travel guidance, and warnings.
Travel Type (IAB 664)	gs_travel_type	Reach Segment that contains all child segment definitions.
Adventure Travel (IAB 665)	gs_travel_type_adventure	Stories, articles and guides about travel that includes physical activity such as walking, trekking, hiking, climbing, expeditions, safaris, river and ocean boating, biking, and photography tours.
Family Travel (IAB 666)	gs_travel_type_family	Stories, articles, reviews, guides and listings about family travel including family holidays, beach trips, camping, amusement, water parks and theme parks.
Honeymoons and Getaways (IAB 667)	gs_travel_type_honeymoons	Stories, articles and guides about travel for couples and honeymooners including locations, hotels, packages and resorts.
Hotels and Motels (IAB 668)	gs_travel_type_hotelmotel	Stories, articles and guides about hotels and motels including listing and reviews globally.
Rail Travel (IAB 669)	gs_travel_type_rail	Stories, articles, reviews and guides about travel by train.
Road Trips (IAB 670)	gs_travel_type_roadtrips	Stories, articles and guides about long-distance holiday and vacation travel by automobile or caravan/motorhome.
Spas (IAB 671)	gs_travel_type_spas	Stories, articles and guides about holidays, vacations and visits to health and beauty spas including wellness breaks, spa hotels and packages, bootcamp spas, club spas, day spas, Hammams, mineral springs, spa resorts, thermal spas, and so on.

Travel Segments Continued...

Segment Name	Segment Machine Name	Description
Air Travel (IAB 672)	gs_travel_type_air	Stories, articles, reviews and guides about travel by air.
Beach Travel (IAB 673)	gs_travel_type_beach	Stories, articles, reviews and guides about beach and island holidays.
Bed & Breakfasts (IAB 674)	gs_travel_type_bandb	Stories, articles, reviews and listings about bed and breakfast accommodations.
Budget Travel (IAB 675)	gs_travel_type_budget	Stories, articles, reviews and guides about low cost travel options, cheap air fares, and low-cost accommodations.
Business Travel (IAB 676)	gs_travel_type_business	Stories, articles and guides about travel for business and corporate travellers including business travel management, accounting, software and systems, risk management and platforms.
Camping (IAB 677)	gs_travel_type_camping	Stories, articles and guides about camping holidays, equipment, tips, advice, campsites, and glamping.
Cruises (IAB 678)	gs_travel_type_cruises	Stories, articles, reviews, guides and listings about cruises.
Day Trips (IAB 679)	gs_travel_type_daytrips	Stories, articles, reviews and guides about day trips.

Genre Segments

Segment Name	Segment Machine Name	Description
Genres (IAB SPSHQ5)	gs_genres	Reach Segment that contains all child segment definitions.
Animation & Anime (IAB 641)	gs_genres_animationanime	Articles and reviews related to animations including articles about the genre and the animations themselves.
Soap Opera (IAB 642)	gs_genres_soapopera	Articles and reviews related to soap opera's including articles about the genre and soap operas themselves.
Special Interest (Indie/Art House) (IAB 643)	gs_genres_specialint	Articles, reviews, and references related to the independent/art house films genre and independent/art house productions - typically films aimed at a niche market.
Family/Children (IAB 645)	gs_genres_familychildren	Articles, reviews, and references related to the family/children genre, as well as media and literary content aimed at a younger audience.
Comedy (IAB 646)	gs_genres_comedy	Articles, reviews, and references related to comedy media productions and literature, as well as the comedy genre.
Drama (IAB 647)	gs_genres_drama	Articles, reviews, and references related to drama media productions and literature, as well as the drama genre.
Factual (IAB 648)	gs_genres_factual	Articles, reviews, and references related to factual media productions and literature, as well as the factual genre.
Reality TV (IAB 651)	gs_genres_reality	Articles, reviews, and references related to reality TV productions, as well as the reality TV genre.
Science Fiction (IAB 652)	gs_genres_scifi	Articles, reviews, and references related to the science fiction genre including science fiction media productions, literature, and comics.
Action and Adventure (IAB 325)	gs_genres_actionadventure	Articles, reviews, and references related to action and adventure media productions and literature, as well as the action and adventure genre.
Romance (IAB 326)	gs_genres_romance	Articles, reviews, and references related to romantic media productions and literature, as well as the romance genre.

Genre Segments Continued...

Segment Name	Segment Machine Name	Description
Mystery (IAB 331)	gs_genres_mystery	Articles, reviews, and references related to the mystery media productions and literature, as well as the mystery genre.
Documentary (IAB 332)	gs_genres_documentary	Articles, reviews, and references related to the documentary, fly-on-the-wall, and docudrama media productions, as well as the documentary genre.
Horror (IAB 336)	gs_genres_horror	Articles, reviews, and references related to the horror genre including horror media productions, literature, and comics.
History (IAB EZWB7V)	gs_genres_history	Articles, reviews, and references related to the history genre, as well as history media productions and literature.
Lifestyle (IAB TIFQA5)	gs_genres_lifestyle	Articles, reviews, and references related to the lifestyle genre, as well as lifestyle media productions.
Talk Show (IAB A0AH3G)	gs_genres_talkshow	Articles, reviews, and references related to the talk show genre, as well as talk show media productions.
True Crime (IAB KHPC5A)	gs_genres_truecrime	Articles, reviews, and references related to the true crime genre, as well as true crime media productions and literature.
Western (IAB KHPC6A)	gs_genres_western	Articles, reviews, and references related to the western genre, as well as western media productions and western fiction.
Fantasy (IAB 335)	gs_genres_fantasy	Articles, reviews, and references related to the fantasy genre, as well as fantasy media productions, literature, and comics
Musicals (IAB 156)	gs_genres_musicals	Articles, reviews, and references related to the musicals genre, as well as musical media productions.
Holiday (IAB 649)	gs_genres_holiday	Articles, reviews, and references related to the holiday genre, as well as holiday media productions typically including seasonal content suitable for family viewing.
Nature (IAB VKIV56)	gs_genres_nature	Articles, reviews, and references related to the nature genre, as well as media productions about the natural world.

Genre Segments Continued...

Segment Name	Segment Machine Name	Description
Sports Radio (IAB 370)	gs_genres_sportsradio	Articles, reviews, and references related to the sports radio genre, as well as sports radio productions.
Talk Radio (IAB 371)	gs_genres_talkradio	Articles, reviews, and references related to the talk radio genre, as well as talk radio productions.
Public Radio (IAB 376)	gs_genres_talkradio_pub	Articles, reviews, and references related to the public radio genre, as well as public radio productions.
Biographies (IAB 44)	gs_genres_biographies	Articles, reviews, and references related to biographies, as well as biographical productions.
Young Adult (IAB 51)	gs_genres_youngadult	Articles, reviews, and references related to the content and media aimed at young adults.

Video Gaming Segments

Segment Name	Segment Machine Name	Description
Video Gaming (IAB 680)	gs_vidgames	Reach Segment that contains all child segment definitions
Console Games (IAB 681)	gs_vidgames_console	Articles, news and references about games played on consoles such as Playstation, X-Box, Nintendo systems, and historical consoles such as Dreamcast, Sega, Amiga, Atari Casio, Commodore and others.
eSports (IAB 682)	gs_vidgames_esports	Articles, news and references about sporting competition on video games including organizations, business practices, live streaming, tournaments and professional gaming.
Mobile Games (IAB 683)	gs_vidgames_mobile	Articles, news and references about games played primarily on mobile phones including those on iPhones, Android phones and other mobile operating systems.
PC Games (IAB 684)	gs_vidgames_pc	Articles, news and references about games played primarily on personal computers (as opposed to mobile or consoles).
Video Game Genres (IAB 685)	gs_vidgames_genres	Reach Segment that contains all child segment definitions.
Action Video Games (IAB 686)	gs_vidgames_genres_action	Articles, reviews and listings about action games on any gaming platform including first person-shooters, team-based shooters, beat 'em ups, fighting games, third person shooters, multiplayer battle games, platformers, battle royale, and survival games. iOS categories: Games>Action Google Play categories: GAME_ACTION
Role-Playing Video Games (IAB 687)	gs_vidgames_genres_rpg	Articles, reviews and listings about role-playing games on any gaming platform including Action RPGs, MMORPGs, Tactical RPGs, Sandbox RPGs, and First Person Party RPGs. iOS categories: Games>Role Playing Google Play categories: GAME_ROLE_PLAYING

Video Gaming Segments Continued...

Segment Name	Segment Machine Name	Description
Simulation Video Games (IAB 688)	gs_vidgames_genres_sim	Articles, reviews and listings about simulation games on any platform including virtual pets and life simulations, construction and management sims, farming, hunting and fishing sims, medical sims, wargames, vehicle and racing sims, train and truck sims, flight sims and simulations of physical games like pachinko or pinball. iOS categories: Games>Simulation, Games>Racing Google Play categories: GAME_SIMULATION, GAME_RACING
Sports Video Games (IAB 689)	gs_vidgames_genres_sports	Articles, reviews and listings about games that simulate sports including team sports, track and field, combat sports, and extreme sports. Includes arcade sports, sports sims, sports management, boxing and horse racing sims. iOS categories: Games>Sports Google Play categories: GAME_SPORTS
Strategy Video Games (IAB 690)	gs_vidgames_genres_strategy	Articles, reviews and listings about real time strategy games, tower defense games, turn-based strategy games, multiplayer battle arenas. iOS categories: Games>Strategy Google Play categories: GAME_STRATEGY

Video Gaming Segments Continued...

Segment Name	Segment Machine Name	Description
Adventure Video Games (IAB 692)	gs_vidgames_genres_adventure	Articles, reviews and listings about games based primarily on interactive stories, exploration and problem-solving. Includes puzzle adventure games, walking simulators, narrative adventure games, visual novels and text adventures. iOS categories: Games>Adventure Google Play categories: GAME_ADVENTURE
Casual Games (IAB 693)	gs_vidgames_genres_casual	Articles, reviews and listings about games that are meant to be quick to play and easy to learn. They can incorporate nearly any genre, but are often on mobile. Includes game types such as Idle Clickers, Match 3, Card Collection and Board Games, Trivia and Word Games, Fashion and Decorating games. iOS categories: Games>Casual, Games>Trivia, Games>Word, Games>Card Google Play categories: GAME_CASUAL, GAME_TRIVA, GAME_WORD, GAME_CARD
Educational Video Games (IAB 694)	gs_vidgames_genres_edu	Articles, reviews and listings about games that provide learning or training including edutainment games and articles about edutainment and gamification of traditional training activities. iOS categories: Games>Educational Google Play categories: GAME_EDUCATIONAL

Video Gaming Segments Continued...

Segment Name	Segment Machine Name	Description
Exercise and Fitness Video Games (IAB 695)	gs_vidgames_genres_exercise	Articles, reviews and listings about games based primarily on exercise and fitness. This includes games related to dance, interactive sports, boxing, etc. iOS categories: Health & Fitness Google Play categories: HEALTH_AND_FITNESS
MMOs (IAB 696)	gs_vidgames_genres_mmo	Articles, reviews and listings about games featuring gameplay for multiple players simultaneously, often in single or persistent open worlds or multiple game worlds. Also includes articles relating to virtual economies, MMO technology, reasearch, history and social aspects of multiplayer games. iOS categories: N/A Google Play categories: N/A
Music and Party Video Games (IAB 697)	gs_vidgames_genres_music	Articles, reviews and listings about rhythm games, musical memory games, and games designed to be played in groups or social gatherings. iOS categories: Games>Music Google Play categories: GAME_MUSIC
Puzzle Video Games (IAB 698)	gs_vidgames_genres_puzzle	Articles, reviews and listings about games broadly associated with problem-solving, pattern-matching, matching, memorization, brain trainers, picture reveals, hidden object, tile matching, traditional puzzles, significant overlap with casual games. iOS categories: Games>Puzzle Google Play categories: GAME_PUZZLE

Video Gaming Segments Continued...

Segment Name	Segment Machine Name	Description
Adult Video Games (IAB MQ2XML)	gs_vidgames_genres_adult	Articles, reviews, and listings related to video games with a focus on mature themes, which may include graphic content such as violence, scenes of a sexual nature, or nudity. iOS categories: N/A Google Play categories: N/A
Casino and Gambling Video Games (IAB ZJG29S)	gs_vidgames_genres_casino	Articles, reviews, and listings related to casino and gambling video games including games that provide the opportunity for gambling real money. iOS categories: Games > Casino Google Play categories: GAME_CASINO
Family Video Games (IAB VWGKS7)	gs_vidgames_genres_family	Articles, reviews, and listings related to video games designed to be played by families or in groups that are suitable for all ages. iOS categories: Games > Family Google Play categories: N/A
Horror Video Games (IAB II436J)	gs_vidgames_genres_horror	Articles, reviews, and listings related to horror video games including survival, action, psychological, and jump scare horror. iOS categories: N/A Google Play categories: N/A
Racing Video Games (IAB VK7KD0)	gs_vidgames_genres_racing	Articles, reviews, and listings related to racing video games including arcade-style, simulation, kart, and futuristic racing games. iOS categories: Games > Racing Google Play categories: GAME_RACING

COVID 19 Segments

Segment Name	Segment Machine Name	Description
COVID 19	gs_covid_19	Stories, articles, news and references about the global COVID 19 pandemic.

Predicts Segments

Oracle Contextual Intelligence Predicts segments utilize dynamic trend technology to expand reach and relevancy of curated categories. Predicts segments are updated daily with the strongest associated terms surrounding the set of seed terms, allowing brands to stay ahead of trends that relate to their chosen category. Pairing Predicts segments with Brand Suitability will help brands mitigate risk while extending the reach into key areas of opportunity.

Similar to brand suitability and standard segments, advertisers can build custom Predicts segments to accommodate their brand's unique message and meet intended audience, editorial, event or campaign-based needs.

Segment Name	Segment Machine Name	Description
Predicts: All Things New Year	gs_predicts_allthingsnewyear	Related trending themes and adjacent topics to New Year's Eve, including parties, celebrations and New Year resolutions.
Predicts: Alpine Vacations	gs_predicts_alpinevacations	Related trending themes and adjacent topics to winter alpine vacations, skiing, snowboarding and travel.
Predicts: Auto Enthusiasts	gs_predicts_autoenthusiasts	Related trending themes and adjacent topics to classic and custom car enthusiasts, car owners clubs and car meets.
Predicts: Auto Racing F1	gs_predicts_autoracing_f1	Related trending themes and adjacent topics to Formula 1 including Grand Prix races, Formula 1 teams and drivers.
Predicts: Auto Shows	gs_predicts_autoshows	Related trending themes and adjacent topics to auto shows including classic, luxury, muscle and sports car shows.
Predicts: Autumn Outdoors	gs_predicts_autumnoutdoors	Related trending themes and adjacent topics to fall/autumn and seasonal outdoor activities.
Predicts: Back to School	gs_predicts_backtoschool	Related trending themes and adjacent topics to going back-to-school including supplies, trends, shopping and deals.
Predicts: Ballet, Opera & Symphony	gs_predicts_balletoperasymph	Related trending themes and adjacent topics to ballet, concerts, musicals, symphony, theater and performing arts.
Predicts: Black Friday Cyber Monday	gs_predicts_blackfridaycybermon	Related trending themes and adjacent topics to Black Friday and Cyber Monday including shopping, deals, discounts and promotions.

Predicts Segments Continued...

Segment Name	Segment Machine Name	Description
Predicts: Brocations	gs_predicts_brocations	Related trending themes and adjacent topics to male bonding vacations including travel, activity and adventure.
Predicts: Business Travel	gs_predicts_business_travel	Related trending themes and adjacent topics to business travel including conferences, flights and accommodation.
Predicts: Business and Finance	gs_predicts_businessandfinance	Related trending themes and adjacent topics to business and finance, including the economy, investing, stocks and trading.
Predicts: Business Software Buyers	gs_predicts_bussoftwarebuyers	Related trending themes and adjacent topics to business software including cloud hosting, services, security, CRM and financial software.
Predicts: Buying a Home	gs_predicts_buyingahome	Related trending themes and adjacent topics to buying a home.
Predicts: Celebrity News	gs_predicts_celebritynews	Related trending themes and adjacent topics to celebrity news and gossip.
Predicts: Charity	gs_predicts_charity	Related trending themes and adjacent topics to charity, not-for-profit organizations and volunteering.
Predicts: Chinese New Year	gs_predicts_chinesenewyear	Related trending themes and adjacent topics to Chinese New Year and Chinese New Year celebrations.
Predicts: Christmas	gs_predicts_christmas	Related trending themes and adjacent topics to Christmas, the Christmas holidays and gift giving.
Predicts: Chuseok	gs_predicts_chuseok	Related trending themes and adjacent topics to the Korean harvest festival of Chuseok.
Predicts: Cocktail Beer Enthusiasts	gs_predicts_cocktailbeerenthus	Related trending themes and adjacent topics to alcoholic drinks, cocktails, ales and beers.
Predicts: Coffee Tea Drinker	gs_predicts_coffeeteadrinker	Related trending themes and adjacent topics to coffee and tea.
Predicts: Cold Flu Season	gs_predicts_coldfluseason	Related trending themes and adjacent topics to cold and flu season including vaccines and remedies.

Predicts Segments Continued...

Segment Name	Segment Machine Name	Description
Predicts: College Bound	gs_predicts_collegebound	Related trending themes and adjacent topics to preparation for attending college and university including tuition, fees, academic programs and accommodations.
Predicts: Combat Sports	gs_predicts_combatsports	Related trending themes and adjacent topics to combat sports and martial arts including MMA.
Predicts: Compassion	gs_predicts_compassion	Related trending themes and adjacent topics to compassion.
Predicts: Cord Cutters	gs_predicts_cordcutters	Related trending themes and adjacent topics to television streaming services.
Predicts: Cutting Edge Enthusiasts	gs_predicts_cuttingedgetechenthusiasts	Related trending themes and adjacent topics to cutting edge technologies including consumer electronics, artificial intelligence and augmented reality.
Predicts: Diet Fitness	gs_predicts_dietfitness	Related trending themes and adjacent topics to exercise, fitness, healthy eating and diet.
Predicts: Dining Delivery	gs_predicts_diningindelivery	Related trending themes and adjacent topics to dining in, food delivery apps and related services.
Predicts: Dining Out	gs_predicts_diningout	Related trending themes and adjacent topics to eating out.
Predicts: Do Your Own Taxes	gs_predicts_doyourowntaxes	Related trending themes and adjacent topics to
Predicts: Drivers of Hybrids	gs_predicts_driversofhybrids	Related trending themes and adjacent topics to hybrid engine cars.
Predicts: E3 Event/Gamers	gs_predicts_e3_event_gamers	Related trending themes and adjacent topics to the gaming industry's Electronic Entertainment Expo (E3).
Predicts: Easter Celebrator	gs_predicts_easter_celebrator	Related trending themes and adjacent topics to Easter and Easter celebrations.
Predicts: Elegant Lifestyles	gs_predicts_elegantlifestyles	Related trending themes and adjacent topics to luxury lifestyles.
Predicts: Energy Topics	gs_predicts_energy_topics	Related trending themes and adjacent topics to energy production and technologies.

Predicts Segments Continued…

Segment Name	Segment Machine Name	Description
Predicts: Extreme Sports	gs_predicts_extremesports	Related trending themes and adjacent topics to extreme sports including skydiving, base jumping, skiing, snowboarding, white water canoeing and rafting, paragliding and mountain biking.
Predicts: Fathers Day	gs_predicts_fathersday	Related trending themes and adjacent topics to Father's Day.
Predicts: FIFA	gs_predicts_fifa	Related trending themes and adjacent topics to FIFA soccer.
Predicts: Film Festival Awards	gs_predicts_filmfestivalsawards	Related trending themes and adjacent topics to film festivals and awards including Cannes, Sundance, the Oscars, and the Emmys.
Predicts: Find a Pro/Tax Season	gs_predicts_findapro_taxseason	Related trending themes and adjacent topics to personal taxation and tax professionals.
Predicts: Foodies	gs_predicts_foodies	Related trending themes and adjacent topics to food and food lovers.
Predicts: Formula One	gs_predicts_formulaone	Related trending themes and adjacent topics to Formula 1.
Predicts: Frequent Travelers	gs_predicts_frequenttravelers	Related trending themes and adjacent topics to backpacking and frequent travel.
Predicts: Gamers	gs_predicts_gamers	Related trending themes and adjacent topics to gamers and gaming.
Predicts: Getting Married	gs_predicts_gettingmarried	Related trending themes and adjacent topics to getting married including wedding fairs, venues, florists, caterers and honeymoons.
Predicts: Gift Giving	gs_predicts_giftgiving	Related trending themes and adjacent topics to gift shopping and gift giving.
Predicts: Girls Weekend	gs_predicts_girlsweekend	Related trending themes and adjacent topics to girl's weekends including spa, pampering, bachelorette and hen party weekends.
Predicts: Golden Week	gs_predicts_golden_week	Related trending themes and adjacent topics to the 'Golden Week' holidays celebrated in China and Japan.

Predicts Segments Continued…

Segment Name	Segment Machine Name	Description
Predicts: Golf	gs_predicts_golf	Related trending themes and adjacent topics to golf, golf clubs, courses and tournaments.
Predicts: Graduate Degree	gs_predicts_graduatedegree	Related trending themes and adjacent topics to graduate degrees.
Predicts: Halloween	gs_predicts_halloween	Related trending themes and adjacent topics to halloween, halloween costumes, decoration, games, pumpkin carving and trick or treating.
Predicts: Hanukkah	gs_predicts_hanukkah	Related trending themes and adjacent topics to Hannukah.
Predicts: Healthy Lifestyle	gs_predicts_healthylifestyle	Related trending themes and adjacent topics to healthy lifestyles including healthy eating and exercising.
Predicts: Healthy Skin & Hair	gs_predicts_healthyskinhair	Related trending themes and adjacent topics to hair and skin care.
Predicts: Hipsters Rule	gs_predicts_hipsters_rule	Related trending themes and adjacent topics to hipsters including contemporary fashion and urban style.
Predicts: Hockey	gs_predicts_hockey	Related trending themes and adjacent topics to the ice hockey and the National Hockey League (NHL).
Predicts: Holiday Shoppers	gs_predicts_holidayshoppers	Related trending themes and adjacent topics to seasonal holiday shopping for gifts.
Predicts: Home Bakers Chefs	gs_predicts_homebakers_chefs	Related trending themes and adjacent topics to home baking, cooking and recipes.
Predicts: Home Entertainers	gs_predicts_homeentertainers	Related trending themes and adjacent topics to home entertaining including hosting drinks and dinner parties.
Predicts: Home Improvement	gs_predicts_homeimprovement	Related trending themes and adjacent topics to home improvement including landscaping, interior renovation, remodeling and decoration.
Predicts: Homemakers	gs_predicts_homemakers	Related trending themes and adjacent topics to home makers and households.

Predicts Segments Continued...

Segment Name	Segment Machine Name	Description
Predicts: Home Mechanic	gs_predicts_homemechanic	Related trending themes and adjacent topics to car restoration and home mechanics.
Predicts: Home Remodeling	gs_predicts_homeremodeling	Related trending themes and adjacent topics to home remodeling and improvement including interior design and decoration.
Predicts: Insurance	gs_predicts_insurance	Related trending themes and adjacent topics to insurance including home, business, landlord, medical, travel, pet and car insurance.
Predicts: Interested Millenial	gs_predicts_interestedmillennial	Related trending themes and adjacent topics to millennial interests.
Predicts: International Sports	gs_predicts_internationalsports	Related trending themes and adjacent topics to international sports including major tournaments and championships.
Predicts: Jewelry Watches	gs_predicts_jewelry_watches	Related trending themes and adjacent topics to jewelry and watches.
Predicts: Latin Grammys	gs_predicts_latin_grammys	Related trending themes and adjacent topics to the Latin Grammy Awards.
Predicts: Latin Music	gs_predicts_latin_music	Related trending themes and adjacent topics to Latin music.
Predicts: Legal Industry	gs_predicts_legal_industry	Related trending themes and adjacent topics to the legal industry.
Predicts: Luxury Auto Enthusiasts	gs_predicts_luxuryautoenthus	Related trending themes and adjacent topics to luxury cars.
Predicts: March Madness	gs_predicts_marchmadness	Related trending themes and adjacent topics to the March Madness basketball tournament.
Predicts: Marketers	gs_predicts_marketers	Related trending themes and adjacent topics to advertising, marketing and communications.
Predicts: Men's Fitness	gs_predicts_mensfitness	Related trending themes and adjacent topics to men's fitness.
Predicts: Mens Health	gs_predicts_menshealth	Related trending themes and adjacent topics to men's health.

Predicts Segments Continued...

Segment Name	Segment Machine Name	Description
Predicts: Mens Interests	gs_predicts_mensinterests	Related trending themes and adjacent topics to mens interests.
Predicts: Mid Autumn Festival	gs_predicts_midautumnfestival	Related trending themes and adjacent topics to the Chinese Mid-Autumn Festival.
Predicts: Millenial Moms	gs_predicts_millennialmoms	Related trending themes and adjacent topics to moms of millennials.
Predicts: Major League Baseball	gs_predicts_mlb	Related trending themes and adjacent topics to Major League Baseball.
Predicts: Moms, Dads & Grads	gs_predicts_moms_dads_grads	Related trending themes and adjacent topics to college, university and student finance.
Predicts: Mothers Day	gs_predicts_mothersday	Related trending themes and adjacent topics to Mother's Day.
Predicts: Motorcycles	gs_predicts_motorcycles	Related trending themes and adjacent topics to motorcycles including production and custom bikes.
Predicts: Movers	gs_predicts_movers	Related trending themes and adjacent topics to moving home, home renovation, insurance and mortgage finance.
Predicts: Movies and Entertainment	gs_predicts_moviesandentertainment	Related trending themes and adjacent topics to movies and entertainment.
Predicts: Music Festival Award	gs_predicts_musicfestivalsaward	Related trending themes and adjacent topics to music festivals.
Predicts: Music Industry	gs_predicts_musicindustry	Related trending themes and adjacent topics to the music industry including new releases, artists, albums, concerts and music awards.
Predicts: NASCAR	gs_predicts_nascar	Related trending themes and adjacent topics to Nascar.
Predicts: National Basketball Association	gs_predicts_nba	Related trending themes and adjacent topics to basketball and the NBA.
Predicts: Needing Legal Council	gs_predicts_needinglegalcouncil	Related trending themes and adjacent topics to court proceeding and legal counsel.

Predicts Segments Continued...

Segment Name	Segment Machine Name	Description
Predicts: New Job	gs_predicts_newjob	Related trending themes and adjacent topics to finding a new job.
Predicts: New Years Eve	gs_predicts_newyearseve	Related trending themes and adjacent topics to New Year's Eve celebrations.
Predicts: New Years Resolution	gs_predicts_newyearsresolutions	Related trending themes and adjacent topics to New Year's resolutions.
Predicts: NFL NCAA Football	gs_predicts_nflncaafootball	Related trending themes and adjacent topics to college and NFL American football.
Predicts: Nightlife	gs_predicts_nightlife	Related trending themes and adjacent topics to nightlife including drinks, eating out, cinema nightclubs and parties.
Predicts: Nutrition Conscious	gs_predicts_nutritionconscious	Related trending themes and adjacent topics to healthy food and healthy eating.
Predicts: Octoberfest	gs_predicts_octoberfest	Related trending themes and adjacent topics to Octoberfest.
Predicts: Olympics Moments	gs_predicts_olympicsmoments	Related trending themes and adjacent topics to the Olympics.
Predicts: Oralcare	gs_predicts_oralcare	Related trending themes and adjacent topics to oral care including dental care and dental insurance.
Predicts: Oscars Emmys Globes	gs_predicts_oscarsemmysglobes	Related trending themes and adjacent topics to TV and film awards including the Oscars, Emmys and Golden Globes.
Predicts: Outdoors in Autumn	gs_predicts_outdoorsinautumn	Related trending themes and adjacent topics to fall/autumn and seasonal outdoor activities.
Predicts: Parents of Young Kids	gs_predicts_parentsofyoungkids	Related trending themes and adjacent topics to parents of young kids including child-friendly games and activities.
Predicts: Parents Teachers	gs_predicts_parentsteachers	Related trending themes and adjacent topics to parents and teachers.
Predicts: Performing Arts	gs_predicts_performingarts	Related trending themes and adjacent topics to performing arts.

Predicts Segments Continued...

Segment Name	Segment Machine Name	Description
Predicts: Pet lovers	gs_predicts_petlovers	Related trending themes and adjacent topics to keeping pets.
Predicts: Pharma Compassion	gs_predicts_pharma_compassion	Related trending themes and adjacent topics to compassionate care.
Predicts: Premier League	gs_predicts_premierleague	Related trending themes and adjacent topics to English Premier League soccer.
Predicts: Pünkösd	gs_predicts_punkosd	Related trending themes and adjacent topics to the Christian holiday of Pentecost.
Predicts: Quit Smoking	gs_predicts_quitsmoking	Related trending themes and adjacent topics to quitting smoking.
Predicts: Ramadan	gs_predicts_ramadan	Related trending themes and adjacent topics to Ramadan.
Predicts: Real Estate Industry	gs_predicts_realestateind	Related trending themes and adjacent topics to the real estate industry.
Predicts: Retail Industry	gs_predicts_retail_industry	Related trending themes and adjacent topics to the retail industry.
Predicts: Royal Wedding	gs_predicts_royalwedding	Related trending themes and adjacent topics to royal weddings.
Predicts: Rugby	gs_predicts_rugby	Related trending themes and adjacent topics to rugby.
Predicts: Rugby World Cup	gs_predicts_rugby_world_cup	Related trending themes and adjacent topics to the rugby World Cup.
Predicts: Savvy Shopper & Couponing	gs_predicts_savvyshopperscouponing	Related trending themes and adjacent topics to discount shopping, deals and coupons.
Predicts: South by Southwest (SXSW)	gs_predicts_sbsw_event	Related trending themes and adjacent topics to South by Southwest event.
Predicts: Singles Day Travel	gs_predicts_singlesday_travel	Related trending themes and adjacent topics to Single's Day travel.
Predicts: Single Day Shopper	gs_predicts_singlesdayshopper	Related trending themes and adjacent topics to Single's Day shopping.
Predicts: Small Medium Bus	gs_predicts_small_med_bus	Related trending themes and adjacent topics to owners of small- and medium-sized businesses.

Predicts Segments Continued…

Segment Name	Segment Machine Name	Description
Predicts: Smart Phone	gs_predicts_smartphone	Related trending themes and adjacent topics to smartphones.
Predicts: Software Industry	gs_predicts_software_industry	Related trending themes and adjacent topics to the software industry.
Predicts: Songkran	gs_predicts_songkran	Related trending themes and adjacent topics to the Thai New Year festival of Songkran.
Predicts: Spa Wellness Trips	gs_predicts_spa_wellnesstrips	Related trending themes and adjacent topics to health clubs, spa and wellness trips.
Predicts: Sports Top Stories	gs_predicts_sportstopstories	Related trending themes and adjacent topics to top sports stories.
Predicts: Spring Break	gs_predicts_spring_break	Related trending themes and adjacent topics to spring break.
Predicts: Startups	gs_predicts_startups	Related trending themes and adjacent topics to startups including early stage funding and investment.
Predicts: St. Patrick's Day	gs_predicts_stpatricksday	Related trending themes and adjacent topics to St. Patrick's Day.
Predicts: Style Fashion	gs_predicts_stylefashion	Related trending themes and adjacent topics to style and fashion.
Predicts: Super Bowl	gs_predicts_superbowl	Related trending themes and adjacent topics to the Super Bowl.
Predicts: Superhero Comics	gs_predicts_superheroscomics	Related trending themes and adjacent topics to superhero comics.
Predicts: Super Silvers	gs_predicts_supersilvers	Related trending themes and adjacent topics to older generations.
Predicts: Technology	gs_predicts_technology	Related trending themes and adjacent topics to technology.
Predicts: Teens	gs_predicts_teens	Related trending themes and adjacent topics to teenagers and young adults.
Predicts: Tennis Championships	gs_predicts_tennischampionships	Related trending themes and adjacent topics to major tennis championships.
Predicts: Tết Nguyên Đán	gs_predicts_tet	Related trending themes and adjacent topics to the celebration of the Vietnamese Lunar New Year.

Predicts Segments Continued...

Segment Name	Segment Machine Name	Description
Predicts: Thanksgiving	gs_predicts_thanksgiving	Related trending themes and adjacent topics to Thanksgiving.
Predicts: Travel	gs_predicts_travel	Related trending themes and adjacent topics to travel including weekend breaks and family holidays.
Predicts: Travel by Rail	gs_predicts_travel_by_rail	Related trending themes and adjacent topics to travel by rail.
Predicts: Traveling for the Holidays	gs_predicts_travelingfortheholidays	Related trending themes and adjacent topics to seasonal holiday travel.
Predicts: Trending Toys	gs_predicts_trending_toys	Related trending themes and adjacent topics to trending toys and toy gift ideas.
Predicts: Trending Celebrities	gs_predicts_trendingcelebrities	Related trending themes and adjacent topics to trending celebrities.
Predicts: Trending Television	gs_predicts_trendingtelevision	Related trending themes and adjacent topics to trending television.
Predicts: Tropical Vacations	gs_predicts_tropicalvacations	Related trending themes and adjacent topics to tropical vacations and travel.
Predicts: USA Sports	gs_predicts_usasports	Related trending themes and adjacent topics to US sports including basketball, baseball, American football, ice hockey, golf, Nascar and IndyCar racing.
Predicts: US Politics Election	gs_predicts_uspoliticselection	Related trending themes and adjacent topics to US politics and elections.
Predicts: US Soccer	gs_predicts_ussoccer	Related trending themes and adjacent topics to US soccer.
Predicts: US Sports NBA NCAA Basketball	gs_predicts_ussports_nbancaabasketball	Related trending themes and adjacent topics to college and NBA basketball.
Predicts: Valentine's Day	gs_predicts_valentines_day	Related trending themes and adjacent topics to Valentine's Day.
Predicts: Vegetarian Vegan	gs_predicts_vegetarianvegan	Related trending themes and adjacent topics to vegetarian and vegan food, recipes and lifestyle.

Predicts Segments Continued…

Segment Name	Segment Machine Name	Description
Predicts: Veterans Service	gs_predicts_veteransservice	Related trending themes and adjacent topics to service veterans.
Predicts: Weddings & Brides	gs_predicts_weddings_brides	Related trending themes and adjacent topics to weddings and brides.
Predicts: Whiskey Brewer Rye	gs_predicts_wiskey_brewer_rye	Related trending themes and adjacent topics to home and craft brewing and craft distilling.
Predicts: Women's Fitness	gs_predicts_womensfitness	Related trending themes and adjacent topics to women's fitness.
Predicts: Women's Health	gs_predicts_womenshealth	Related trending themes and adjacent topics to women's health.
Predicts: FIFA World Cup	gs_predicts_worldcup	Related trending themes and adjacent topics to the FIFA soccer World Cup.
Predicts: Young Womens' Interests	gs_predicts_youngwomensinterest	Related trending themes and adjacent topics to young women's interests.

Sentiment Segments

Through a complete understanding of a content's sentiment, you can maximize campaign alignment with specific environments that resonate or position your brand in a favorable way.

Segment Name	Segment Machine Name	Description
Positive	gt_positive	Reach Segment that contains all positive primary segments below.
Curiosity	gt_positive_curiosity	'Curiosity' matches content about curiosity, interest, knowledge and skills, and creativity. It also targets content that displays or arouses curiosity and inquisitiveness.
Happiness	gt_positive_happiness	'Happiness' matches content that mentions the range of happy feelings and actions or displays a predominantly happy tone of voice.
Amusement	gt_positive_amusement	'Amusement' matches content that references comedies, amusement, or funny situations, or texts with a light-hearted tone of voice.
Love	gt_positive_love	'Love' matches content that references love and liking for a person, thing or experience. It covers a wide range of emotion from 'liking' to 'loving' and includes but is not restricted to romantic love.
Like	gt_positive_like	'Like' matches content that references liking or having positive emotions about a thing, person or experience. It covers milder emotions than 'Love' and includes mild romantic and non-romantic relationships but is not limited to human relationships only; it can apply to liking an experience or thing.
Pleasure	gt_positive_pleasure	'Pleasure' matches content that references pleasure or represents feelings of pleasure through the tone of the writing.
Surprise	gt_positive_surprise	'Surprise' matches content that references feelings of positive and pleasant surprise and positive feelings due to unexpected and astonishing event/fact/situation are explicitly discussed or texts with a tone of voice that indicates pleasant surprise.
Trust	gt_positive_trust	'Trust' matches content that references feelings of trust and trustworthiness are explicitly discussed or texts with a tone of voice that indicates trust.

Sentiment Segments Continued..

Segment Name	Segment Machine Name	Description
Mixed	gt_mixed	Mixed segments are applied to content that includes positive and negative content in equal measure.
Negative	gt_negative	Reach Segment that contains all negative primary segments below.
Anger	gt_negative_anger	'Anger' matches content that has an angry tone.
Dislike	gt_negative_dislike	'Dislike' matches content that references dislike or in which the tone of voice mirrors dislike.
Fear	gt_negative_fear	'Fear' matches content that references fear and its various gradations (terror, anxiety, etc) are discussed or in which fear is the predominant tone.
Mistrust	gt_negative_mistrust	'Mistrust' matches content that references mistrust or represents feelings of mistrust to be represented through the tone of the writing.
Sadness	gt_negative_sadness	'Sadness' matches content that references sadness or that expresses sadness as the primary feeling that is expressed.
Shame	gt_negative_shame	'Shame' matches content that references the whole range of shame feelings or texts that has a tone predominantly influenced by feelings of shame.
Shock	gt_negative_shock	'Shock' matches content that references feelings of shock or negative surprise or texts that use shock as the predominate tone.

Content Affinity Targeting

Content Affinity Targeting represents Oracle's newest, privacy-friendly targeting segments based on the content consumption patterns of a people-based cohort. Our best-in-class Contextual Intelligence engine analyzes what a given audience views online to build a profile of the content types they're most likely to engage with. The result is a powerful combination, leveraging cohort insights with audience data to find your target customer wherever they are online.

Utilizing sophisticated deep learning algorithms and statistical semantic natural language processing, our targeting segments get your ads in front of buyers without PI.

Lifestyle - Content Affinity Segments

Segment Name	Segment Machine Name	Description
Affluent Baby Boomers	dd_lfstyl_affl_babyboom	Targets content likely to be visited by people born between 1946 and 1964 with HH incomes in excess of $100K per year.
Amazon Buyers	dd_lfstyl_amazonbuyers	Targets content likely to be visited by people in households that are known or likely Amazon shoppers based on actual past purchasing behavior and other known attributes.
Auto Enthusiast	dd_lfstyl_autoenthusiast	Targets content likely to be visited by people whose activities strongly suggest they are auto enthusiasts.
Big City Moms	dd_lfstyl_bigcitymoms	Targets content likely to be visited by people whose purchases and activities strongly suggest they are moms in big cities.
Business Travelers	dd_lfstyl_biztravelers	Targets content likely to be visited by people who travel for business.
Career Focused Millennials	dd_lfstyl_career_mil	Targets content likely to be visited by people whose activities strongly suggest they are millennials who are career focused.
Corporate moms	dd_lfstyl_corpmoms	Targets content likely to be visited by people whose activities strongly suggest they are corporate moms.
Coupon Users	dd_lfstyl_couponuser	Targets content likely to be visited by people who may have used a coupon on or offline.

Lifestyle - Content Affinity Segments continued...

Segment Name	Segment Machine Name	Description
DIYers	dd_lfstyl_diyers	Targets content likely to be visited by people whose activities strongly suggest they prefer to do it themselves (DIY).
Eco-Friendly, Clean and Natural Interests	dd_lfstyl_ecobuyers	Targets content likely to be visited by people who are interested in eco-friendly, clean or natural products.
Fashionistas	dd_lfstyl_fashionistas	Targets content likely to be visited by people whose activities strongly suggest they are into fashion (fashionistas).
Fit moms	dd_lfstyl_fitmoms	Targets content likely to be visited by people whose activities strongly suggest they are fit moms.
Foodies	dd_lfstyl_foodies	Targets content likely to be visited by people whose activities strongly suggest they are food enthusiasts (foodies).
Gadget Geeks	dd_lfstyl_gadgetgeeks	Targets content likely to be visited by people whose activities strongly suggest they are into gadgets.
Gamers	dd_lfstyl_vid_gamers	Targets content likely to be visited by people whose activities strongly suggest they are video game players (gamers).
Green Living	dd_lfstyl_green_living	Targets content likely to be visited by people whose activities strongly suggest they buy environmentally conscious products for the home.
Green moms	dd_lfstyl_greenmoms	Targets content likely to be visited by people whose activities strongly suggest they are green and eco-conscious moms.
Healthy and Fit	dd_lfstyl_healthy_fit	Targets content likely to be visited by people whose activities strongly suggest they are healthy and fit.
High Spenders	dd_lfstyl_hispenders	Targets content likely to be visited by people whose activities strongly suggest they are high spenders.
Home Owners	dd_lfstyl_homeowners	Targets content likely to be visited by people whose activities strongly suggest that they own their own home.

Lifestyle - Content Affinity Segments continued...

Segment Name	Segment Machine Name	Description
Households with Trendy Moms	dd_lfstyl_trendy_moms	Targets content likely to be visited by people whose activities strongly suggest they are trendy moms.
Indulgent Dog Owners	dd_lfstyl_indulgentdogowners	Targets content likely to be visited by people who are owners of pampered dogs They have likely interests and purchases toward dog food, toys, bedding and clothing.
Leisure Travelers	dd_lfstyl_leisuretravelers	Targets content likely to be visited by people whose purchases and activities strongly suggest they are leisure travelers.
Luxury Buyers	dd_lfstyl_luxurybuyers	Targets content likely to be visited by people who are likely buyers of luxury goods.
Luxury Sports	dd_lfstyl_luxurysports	Targets content likely to be visited by people who are likely buyers of luxury sporting goods.
Moms of Grade School Kids	dd_lfstyl_gradeschoolmoms	Targets content likely to be visited by people whose activities strongly suggest they are mothers of grade/primary school children.
Moms of High School Kids	dd_lfstyl_highschoolmoms	Targets content likely to be visited by people whose activities strongly suggest they are mothers of children in secondary/high school.
Moms of preschool kids	dd_lfstyl_preschoolmoms	Targets content likely to be visited by people whose activities strongly suggest they are mothers of children aged 3-5.
New Parents OR New Moms	dd_lfstyl_newprntsmoms	Targets content likely to be visited by people whose activities strongly suggest they are new parents or new mothers.
New Pet Owners	dd_lfstyl_newpetowners	Targets content likely to be visited by people who are new pet owners. They have likely interests and purchases toward dog and cat food, toys, bedding and pet clothing.

Lifestyle - Content Affinity Segments continued...

Segment Name	Segment Machine Name	Description
Online Buyers	dd_lfstyl_onlinebuyers	Targets content likely to be visited by people whose activities strongly suggest they are online buyers.
Outdoor Enthusiasts	dd_lfstyl_outdoorenthusiast	Targets content likely to be visited by people whose activities strongly suggest they are outdoor enthusiasts.
Renters	dd_lfstyl_renters	Targets content likely to be visited by people whose activities strongly suggest that they rent their home.
Shopping Enthusiasts	dd_lfstyl_shoppingenthusiast	Targets content likely to be visited by people whose activities strongly suggest they are shopping enthusiasts.
Soccer moms	dd_lfstyl_soccermoms	Targets content likely to be visited by people whose activities strongly suggest they are soccer moms.
Spoiled Cat Owners	dd_lfstyl_spoiledcatowners	Targets content likely to be visited by people who are owners of spoiled cats. They have likely interests and purchases toward cat food, toys, bedding and clothing.
Sports Fans	dd_lfstyl_sports_fans	Targets content likely to be visited by people whose activities strongly suggest they are sports fans.
Stay-at-home Moms	dd_lfstyl_stayathomemoms	Targets content likely to be visited by people whose activities strongly suggest they are stay-at-home mothers.
Trendy Homemakers	dd_lfstyl_trendy_hmmkr	Targets content likely to be visited by people whose activities strongly suggest they are trendy homemakers.
Working Class Moms/Parents	dd_lfstyl_wkgcls_prnts	Targets content likely to be visited by people whose activities strongly suggest they are working class parents or working class mothers.
Young and Hip	dd_lfstyl_young_hip	Targets content likely to be visited by people between the ages of 18 and 29 whose activities strongly suggest they are young and hip.

Retail - Content Affinity Segments

Segment Name	Segment Machine Name	Description
Appliance Buyers	dd_rtl_appliancebuyer	Targets content likely to be visited by people who buy appliances.
Casual Wear and Work From Home (WFH) Clothing Buyers	dd_rtl_wfhclothingbuyers	Targets content likely to be visited by people in households that are known or likely buyers of casual and work from home wear based on actual past purchasing behavior and other known attributes.
Consumer Electronics Buyers	dd_rtl_electronicsbuyers	Targets content likely to be visited by people in households that are known or likely buyers of consumer electronics based on actual past purchasing behavior and other known attributes.
Cosmetics Buyers	dd_rtl_cosmetics	Targets content likely to be visited by people who buy cosmetics.
Cycling Enthusiasts	dd_rtl_cyclists	Targets content likely to be visited by people whose activities strongly suggest they enjoy cycling.
Fall Fashionistas	dd_rtl_fall_fashionista	Targets content likely to be visited by people whose activities strongly suggest they are into fall fashion (fashionistas).
Fathers Day Shoppers	dd_rtl_fathersday	Targets content likely to be visited by people whose activities strongly suggest they are Father's Day shoppers.
Fine Jewelry Buyers	dd_rtl_finejewelry	Targets content likely to be visited by people in households that are known or likely buyers of fine jewelry based on actual past purchasing behavior and other known attributes.
Fishing Equipment Buyers	dd_rtl_sportbuyer_fishing	Targets content likely to be visited by people in households that are known or likely buyers of fishing equipment based on actual past purchasing behavior and other known attributes.
Fitness Buyers	dd_rtl_fitnessbuyer	Targets content likely to be visited by people in households that are known or likely buyers of fitness gear and apparel based on actual past purchasing behavior and other known attributes.

Retail - Content Affinity Segments continued...

Segment Name	Segment Machine Name	Description
Footwear Buyers	dd_rtl_footwear	Targets content likely to be visited by people in households that are known or likely buyers of footwear based on actual past purchasing behavior and other known attributes.
Furniture and Interiors Buyers	dd_rtl_furn_buyers	Targets content likely to be visited by people in households that are known or likely buyers of furniture and interiors items based on actual past purchasing behavior and other known attributes.
Gift and Flower Buyers	dd_rtl_gift_flowerbuyer	Targets content likely to be visited by people who buy gifts and flowers.
Golf Lovers	dd_rtl_golf_lovers	Targets content likely to be visited by people whose activities strongly suggest they enjoy golf.
Greeting Card Buyers	dd_rtl_greetingcardbuyers	Targets content likely to be visited by people in households that are known or likely buyers of greeting cards based on actual past purchasing behavior and other known attributes.
Health & Wellness Buyers	dd_rtl_health_wellbuyer	Targets content likely to be visited by people in households that are known or likely buyers of health and wellness products based on actual past purchasing behavior and other known attributes.
High Fashion and Luxury Brand Buyers	dd_rtl_hi_fashion_lux	Targets content likely to be visited by people who buy high fashion and luxury brands.
Hiking & Camping Equipment Buyers	dd_rtl_sportbuyer_camping	Targets content likely to be visited by people in households that are known or likely buyers of hiking and camping equipment based on actual past purchasing behavior and other known attributes.
Home Organization Buyers	dd_rtl_homeorg	Targets content likely to be visited by people in households that are known or likely buyers of home organizational supplies based on actual past purchasing behavior and other known attributes.
Home Renovation Buyers	dd_rtl_home_reno	Targets content likely to be visited by people who buy home renovation items.

Retail - Content Affinity Segments continued...

Segment Name	Segment Machine Name	Description
Hunting Enthusiasts	dd_rtl_sportbuyer_hunting	Targets content likely to be visited by people whose activities strongly suggest they enjoy hunting.
Luxury Fragrance Buyers	dd_rtl_luxuryfragrance	Targets content likely to be visited by people in households that are known or likely buyers of luxury fragrances based on actual past purchasing behavior and other known attributes.
Mothers Day Shoppers	dd_rtl_mthersday_shop	Targets content likely to be visited by people whose activities strongly suggest they are Mother's Day shoppers.
Natural and Clean Beauty Buyers	dd_rtl_naturalbeauty	Targets content likely to be visited by people in households that are known or likely buyers of natural and clean beauty items based on actual past purchasing behavior and other known attributes.
Natural Wellness Buyers	dd_rtl_naturalwellness	Targets content likely to be visited by people in households that are known or likely buyers of natural wellness based on actual past purchasing behavior and other known attributes.
Office Supplies Buyers	dd_rtl_off_supplybuyer	Targets content likely to be visited by people who buy office supplies.
Outdoor Sports Buyers	dd_rtl_outdoorsportbuyer	Targets content likely to be visited by people in households that are known or likely buyers of outdoor sports equipment based on actual past purchasing behavior and other known attributes.
Plus Size Apparel Buyers	dd_rtl_womens_plus	Targets content likely to be visited by people who buy plus size apparel.
Road-Trip Families	dd_rtl_roadtrip_fams	Targets content likely to be visited by people whose activities strongly suggest they are families who enjoy road trips.
Running Wear buyers	dd_rtl_runners	Targets content likely to be visited by people in households that are known or likely buyers of running wear based on actual past purchasing behavior and other known attributes.

Retail - Content Affinity Segments continued...

Segment Name	Segment Machine Name	Description
Spring Apparel Buyers	dd_rtl_spring_applbuyer	Targets content likely to be visited by people whose activities strongly suggest they are spring apparel buyers.
Spring Gardening Buyers	dd_rtl_spring_gardeners	Targets content likely to be visited by people whose activities strongly suggest they are spring gardeners.
Summer Home Improvements	dd_rtl_sum_homeimprove	Targets content likely to be visited by people whose activities strongly suggest they are making home improvements in the summer.
Teen Buyers	dd_rtl_bts_teens	Targets content likely to be visited by people who spend at teen apparel stores.
Tool Buyers	dd_rtl_home_tools	Targets content likely to be visited by people who buy tools.
Weight Loss and Supplement Buyers	dd_rtl_weightloss_supp	Targets content likely to be visited by people in households that are known or likely buyers of weight loss supplements based on actual past purchasing behavior and other known attributes.
Winter Sports Enthusiasts	dd_rtl_sportbuyer_winter	Targets content likely to be visited by people whose activities strongly suggest they enjoy winter sports.
Women's Apparel Buyers	dd_rtl_womens_apprl	Targets content likely to be visited by people who buy women's apparel.
Women's Fashion Buyers	dd_rtl_womens_fashbuyer	Targets content likely to be visited by people who buy women's fashion.
Women's Shoe Buyers	dd_rtl_womens_shoes	Targets content likely to be visited by people who buy women's shoes.
Corporate Menswear Buyers	dd_rtl_corporatemen	Targets content likely to be visited by people who buy Corporate Menswear.
Corporate Womenswear Buyers	dd_rtl_corporatewomen	Targets content likely to be visited by people who buy Corporate Womenswear.

Demographic - Content Affinity Segments

Segment Name	Segment Machine Name	Description
Females 18-24	dd_demog_f_18-24	Targets content likely to be visited by Females 18-24.
Males 18-24	dd_demog_m_18-24	Targets content likely to be visited by Males 18-24.
Females 25-34	dd_demog_f_25-34	Targets content likely to be visited by Females 25-34.
Males 25-34	dd_demog_m_25-34	Targets content likely to be visited by Males 25-34.
Females 25-44	dd_demog_f_25-44	Targets content likely to be visited by Females 25-44.
Males 25-44	dd_demog_m_25-44	Targets content likely to be visited by Males 25-44.
Females 25-49	dd_demog_f_25-49	Targets content likely to be visited by Females 25-49.
Males 25-49	dd_demog_m_25-49	Targets content likely to be visited by Males 25-49.
Females 25-54	dd_demog_f_25-54	Targets content likely to be visited by Females 25-54.
Males 25-54	dd_demog_m_25-54	Targets content likely to be visited by Males 25-54.
Females 35-44	dd_demog_f_35-44	Targets content likely to be visited by Females 35-44.
Males 35-44	dd_demog_m_35-44	Targets content likely to be visited by Males 35-44.
Females 45-54	dd_demog_f_45-54	Targets content likely to be visited by Females 45-54.
Males 45-54	dd_demog_m_45-54	Targets content likely to be visited by Males 45-54.
Females 35-54	dd_demog_f_35-54	Targets content likely to be visited by Females 35-54.
Males 35-54	dd_demog_m_35-54	Targets content likely to be visited by Males 35-54.
Females 55-64	dd_demog_f_55-64	Targets content likely to be visited by Females 55-64.
Males 55-64	dd_demog_m_55-64	Targets content likely to be visited by Males 55-64.
Females Over 65	dd_demog_f_over_65	Targets content likely to be visited by Females over 65.

Demographic - Content Affinity Segments continued...

Segment Name	Segment Machine Name	Description
Males Over 65	dd_demog_m_over_65	Targets content likely to be visited by Males over 65.
Ages 55-60	dd_demog_55-60	Targets content likely to be visited by Ages 55-59.
Ages Over 60	dd_demog_over60	Targets content likely to be visited by people over 60.
Parents of Preschoolers (3-5)	dd_demog_parents_3-5	Targets content likely to be visited by parents of preschoolers (3-5).
Parents of Children (6-10)	dd_demog_parents_6-10	Targets content likely to be visited by parents of children aged 6-10.
Parents of Tweens/Teenagers (Ages 11-17)	dd_demog_parents_teens	Targets content likely to be visited by parents of children aged 11-17.
Parents of Young Kids (Ages 1-10)	dd_demog_parents_kids	Targets content likely to be visited by parents of children aged 1-10.
Two Earner Household	dd_demog_two_earner_hh	Targets content likely to be visited by people in Two-earner households.
Graduate Degree	dd_demog_graddegree	Targets content likely to be visited by people with a graduate degree.
High School Diploma	dd_demog_hs_diploma	Targets content likely to be visited by people with a high school diploma.
Undergraduate Degree	dd_demog_undergrad	Targets content likely to be visited by people with an undergraduate degree.
HHI: $50,000 - $149,999	dd_demog_hhi_50k-149k	Targets content likely to be visited by people in households with incomes between $50,000 - $149,999.
HHI: $150,000 - $249,999	dd_demog_hhi_150k-250k	Targets content likely to be visited by people in households with incomes between $150,000 - $249,999.
HHI: $250,000 - $499,999	dd_demog_hhi_250k-499k	Targets content likely to be visited by people in households with incomes between $250,000 - $499,999.
HHI: $500,000+	dd_demog_hhi_over_500k	Targets content likely to be visited by people in households with incomes between $500,000+.
HHI More than $100,000	dd_demog_hhi_more_100k	Targets content likely to be visited by people in households with incomes in excess of $100,000.

Automotive Brands - Content Affinity Segments

Segment Name	Segment Machine Name	Description
Auto Brands - Acura	dd_auto_acura	Targets content likely to be visited by people whose behavior implies they are in the market for Acura vehicles.
Auto Brands - Alfa Romeo	dd_auto_alfa	Targets content likely to be visited by people whose behavior implies they are in the market for Alfa Romeo vehicles.
Auto Brands - Aston Martin	dd_auto_aston	Targets content likely to be visited by people whose behavior implies they are in the market for Aston Martin vehicles.
Auto Brands - Audi	dd_auto_audi	Targets content likely to be visited by people whose behavior implies they are in the market for Audi vehicles.
Auto Brands - BMW	dd_auto_bmw	Targets content likely to be visited by people whose behavior implies they are in the market for BMW vehicles.
Auto Brands - Buick	dd_auto_buick	Targets content likely to be visited by people whose behavior implies they are in the market for Buick vehicles.
Auto Brands - Cadillac	dd_auto_cadillac	Targets content likely to be visited by people whose behavior implies they are in the market for Cadillac vehicles.
Auto Brands - Chevrolet	dd_auto_chevrolet	Targets content likely to be visited by people whose behavior implies they are in the market for Chevrolet vehicles.
Auto Brands - Dodge	dd_auto_dodge	Targets content likely to be visited by people whose behavior implies they are in the market for Dodge vehicles.
Auto Brands - Ferrari	dd_auto_ferrari	Targets content likely to be visited by people whose behavior implies they are in the market for Ferrari vehicles.
Auto Brands - Fiat	dd_auto_fiat	Targets content likely to be visited by people whose behavior implies they are in the market for Fiat vehicles.
Auto Brands - Ford	dd_auto_ford	Targets content likely to be visited by people whose behavior implies they are in the market for Ford vehicles.
Auto Brands - Genesis	dd_auto_genesis	Targets content likely to be visited by people whose behavior implies they are in the market for Genesis vehicles.
Auto Brands - GM	dd_auto_gm	Targets content likely to be visited by people whose behavior implies they are in the market for GM vehicles.

Automotive Brands - Content Affinity Segments continued...

Segment Name	Segment Machine Name	Description
Auto Brands - Honda	dd_auto_honda	Targets content likely to be visited by people whose behavior implies they are in the market for Honda vehicles.
Auto Brands - Hyundai	dd_auto_hyundai	Targets content likely to be visited by people whose behavior implies they are in the market for Hyundai vehicles.
Auto Brands - Jaguar	dd_auto_jaguar	Targets content likely to be visited by people whose behavior implies they are in the market for Jaguar vehicles.
Auto Brands - Jeep	dd_auto_jeep	Targets content likely to be visited by people whose behavior implies they are in the market for Jeep vehicles.
Auto Brands - Kia	dd_auto_kia	Targets content likely to be visited by people whose behavior implies they are in the market for Kia vehicles.
Auto Brands - Land Rover	dd_auto_landrover	Targets content likely to be visited by people whose behavior implies they are in the market for Land Rover vehicles.
Auto Brands - Lexus	dd_auto_lexus	Targets content likely to be visited by people whose behavior implies they are in the market for Lexus vehicles.
Auto Brands - Lotus	dd_auto_lotus	Targets content likely to be visited by people whose behavior implies they are in the market for Lotus vehicles.
Auto Brands - Maserati	dd_auto_maserati	Targets content likely to be visited by people whose behavior implies they are in the market for Maserati vehicles.
Auto Brands - Mazda	dd_auto_mazda	Targets content likely to be visited by people whose behavior implies they are in the market for Mazda vehicles.
Auto Brands - Mercedes-Benz	dd_auto_mercedes	Targets content likely to be visited by people whose behavior implies they are in the market for Mercedes-Benz vehicles.
Auto Brands - Mini	dd_auto_mini	Targets content likely to be visited by people whose behavior implies they are in the market for Mini vehicles.
Auto Brands - Nissan	dd_auto_nissan	Targets content likely to be visited by people whose behavior implies they are in the market for Nissan vehicles.
Auto Brands - Porsche	dd_auto_porsche	Targets content likely to be visited by people whose behavior implies they are in the market for Porsche vehicles.

Automotive Brands - Content Affinity Segments continued...

Segment Name	Segment Machine Name	Description
Auto Brands - Subaru	dd_auto_subaru	Targets content likely to be visited by people whose behavior implies they are in the market for Subaru vehicles.
Auto Brands - Tesla	dd_auto_tesla	Targets content likely to be visited by people whose behavior implies they are in the market for Tesla vehicles.
Auto Brands - Toyota	dd_auto_toyota	Targets content likely to be visited by people whose behavior implies they are in the market for Toyota vehicles.
Auto Brands - Volkswagen	dd_auto_volkswagen	Targets content likely to be visited by people whose behavior implies they are in the market for Volkswagen vehicles.
Auto Brands - Volvo	dd_auto_volvo	Targets content likely to be visited by people whose behavior implies they are in the market for Volvo vehicles.

Automotive Types - Content Affinity Segments

Segment Name	Segment Machine Name	Description
Auto Type - Budget Cars	dd_auto_budget	Targets content likely to be visited by people whose behavior implies they are in the market for Budget Cars.
Auto Type - Commercial Trucks	dd_auto_commtruck	Targets content likely to be visited by people whose behavior implies they are in the market for Commercial Trucks.
Auto Type - Crossovers	dd_auto_crossover	Targets content likely to be visited by people whose behavior implies they are in the market for Crossovers.
Auto Type - Green Vehicles	dd_auto_green	Targets content likely to be visited by people whose behavior implies they are in the market for Green Vehicles.
Auto Type - Luxury Cars	dd_auto_luxury	Targets content likely to be visited by people whose behavior implies they are in the market for Luxury Cars.
Auto Type - Minivans	dd_auto_minivan	Targets content likely to be visited by people whose behavior implies they are in the market for Minivans.
Auto Type - Motorbikes	dd_auto_motorbikes	Targets content likely to be visited by people whose behavior implies they are in the market for Motorbikes.
Auto Type - New	dd_auto_new	Targets content likely to be visited by people whose behavior implies they are in the market for new vehicles.
Auto Type - Performance Cars	dd_auto_performance	Targets content likely to be visited by people whose behavior implies they are in the market for Performance Cars.
Auto Type - Pickup Trucks	dd_auto_pickup	Targets content likely to be visited by people whose behavior implies they are in the market for Pickup Trucks.
Auto Type - Sedans	dd_auto_sedan	Targets content likely to be visited by people whose behavior implies they are in the market for Sedans.
Auto Type - Station Wagons	dd_auto_sw	Targets content likely to be visited by people whose behavior implies they are in the market for Station Wagons.
Auto Type - SUVs	dd_auto_suv	Targets content likely to be visited by people whose behavior implies they are in the market for SUVs.
Auto Type - Vans	dd_auto_van	Targets content likely to be visited by people whose behavior implies they are in the market for Vans.

Decision Makers & Employees by Business Type- Content Affinity Segments

Segment Name	Segment Machine Name	Description
Home-Based Small Business Owners	dd_b2b_biztype_homebased	Targets content likely to be visited by decision makers who are Home-Based Small Business Owners.
Nonprofit Organizations	dd_b2b_biztype_nonprofit	Targets content likely to be visited by decision makers at Nonprofit Organizations.
Publicly-traded companies	dd_b2b_biztype_public	Targets content likely to be visited by individuals who work for Publicly-traded companies.

Executives & Decision Makers in Functional Areas - Content Affinity Segments

Segment Name	Segment Machine Name	Description
Functional Area - Account Management	dd_b2b_dept_accountmgmt	Targets content likely to be visited by decision makers who work in Account Management.
Functional Area - Administration	dd_b2b_dept_administration	Targets content likely to be visited by decision makers who work in Administration.
Functional Area - Engineering	dd_b2b_dept_engineering	Targets content likely to be visited by decision makers who work in Engineering.
Functional Area - Finance & Accounting	dd_b2b_dept_finance	Targets content likely to be visited by decision makers who work in Finance & Accounting.
Functional Area - Human Resources	dd_b2b_dept_hr	Targets content likely to be visited by decision makers who work in Human Resources.
Functional Area - Information Technology	dd_b2b_dept_it	Targets content likely to be visited by decision makers who work in Information Technology.
Functional Area - Legal	dd_b2b_dept_legal	Targets content likely to be visited by decision makers who work in Legal.
Functional Area - Marketing & Communications	dd_b2b_dept_marcomms	Targets content likely to be visited by decision makers who work in Marketing & Communications.
Functional Area - Marketing	dd_b2b_dept_marketing	Targets content likely to be visited by decision makers who work in Marketing.
Functional Area - Medical/Health	dd_b2b_dept_medicalhealth	Targets content likely to be visited by decision makers who work in Medical/Health.
Functional Area - Research & Development	dd_b2b_dept_randd	Targets content likely to be visited by decision makers who work in Research & Development.
Functional Area - Sales & Business Development	dd_b2b_dept_salesbizdev	Targets content likely to be visited by decision makers who work in Sales & Business Development.

Executives & Decision Makers by Industry - Content Affinity Segments

Segment Name	Segment Machine Name	Description
Industry - Accounting	dd_b2b_industry_accounting	Targets content likely to be visited by decision makers at companies primarily engaged in Accounting.
Industry - Cultural Services	dd_b2b_industry_culturalsvs	Targets content likely to be visited by decision makers at companies primarily engaged in providing Cultural Services.
Industry - Banking	dd_b2b_industry_banking	Targets content likely to be visited by decision makers at companies primarily engaged in Banking.
Industry - Business Services	dd_b2b_industry_bizservice	Targets content likely to be visited by decision makers at companies primarily engaged in Business Services.
Industry - Consumer Services	dd_b2b_industry_cnsmrservice	Targets content likely to be visited by decision makers at companies primarily engaged in Consumer Services.
Industry - Communications	dd_b2b_industry_comms	Targets content likely to be visited by decision makers at companies primarily engaged in Communications.
Industry - Computer Manufacturing	dd_b2b_industry_compmanufact	Targets content likely to be visited by decision makers at companies primarily engaged in Computer Manufacturing.
Industry - Construction	dd_b2b_industry_construction	Targets content likely to be visited by decision makers at companies primarily engaged in Construction.
Industry - Data Processing Software	dd_b2b_industry_dataprocess	Targets content likely to be visited by decision makers at companies primarily engaged in Data Processing Software.
Industry - Education	dd_b2b_industry_education	Targets content likely to be visited by decision makers at companies primarily engaged in Education.
Industry - K-12 Education	dd_b2b_industry_educationk12	Targets content likely to be visited by decision makers at companies primarily engaged in K-12 Education.
Industry - Engineering and Architectural Services	dd_b2b_industry_engarchsurv	Targets content likely to be visited by decision makers at companies primarily engaged in Engineering and Architectural services.
Industry - Finance	dd_b2b_industry_finance	Targets content likely to be visited by decision makers at companies primarily engaged in Finance.
Industry - Government	dd_b2b_industry_government	Targets content likely to be visited by decision makers at companies primarily engaged in Government.

Executives & Decision Makers by Industry - Content Affinity Segments continued..

Segment Name	Segment Machine Name	Description
Industry - Healthcare Services	dd_b2b_industry_healthcare	Targets content likely to be visited by decision makers at companies primarily engaged in Healthcare Services.
Industry - Higher Education	dd_b2b_industry_highered	Targets content likely to be visited by decision makers at companies primarily engaged in Higher Education.
Industry - Human Resources	dd_b2b_industry_hr	Targets content likely to be visited by decision makers at companies primarily engaged in Human Resources.
Industry - Insurance	dd_b2b_industry_insurance	Targets content likely to be visited by decision makers at companies primarily engaged in Insurance.
Industry - Information Technology	dd_b2b_industry_it	Targets content likely to be visited by decision makers at companies primarily engaged in Information Technology.
Industry - Legal Advice or Legal Services	dd_b2b_industry_legal	Targets content likely to be visited by decision makers at companies primarily engaged in Legal Advice or Legal Services.
Industry - Management Consulting	dd_b2b_industry_mgmtconsult	Targets content likely to be visited by decision makers at companies primarily engaged in Management Consulting.
Industry - Real Estate	dd_b2b_industry_realestate	Targets content likely to be visited by decision makers at companies primarily engaged in Real Estate.
Industry - Residential Real Estate	dd_b2b_industry_realtyres	Targets content likely to be visited by decision makers at companies primarily engaged in Residential Real Estate.
Industry - Retail Pharmaceuticals	dd_b2b_industry_retailpharm	Targets content likely to be visited by decision makers at companies primarily engaged in Retail Pharmaceuticals.
Industry - Social Services	dd_b2b_industry_socialsvcs	Targets content likely to be visited by decision makers at companies primarily engaged in Social Services.
Industry - Technology Sales	dd_b2b_industry_tech	Targets content likely to be visited by decision makers at companies primarily engaged in Technology Sales.
Industry - Transport	dd_b2b_industry_transport	Targets content likely to be visited by decision makers at companies primarily engaged in the Transport industry.
Industry - Travel	dd_b2b_industry_travel	Targets content likely to be visited by decision makers at companies primarily engaged in the Travel industry.

Executives & Decision Makers by Industry - Content Affinity Segments continued..

Segment Name	Segment Machine Name	Description
Industry - Waste Management and Recycling	dd_b2b_industry_wastemgmt	Targets content likely to be visited by decision makers at companies primarily engaged in Waste Management and Recycling.
Industry - Wholesale Distribution	dd_b2b_industry_wholesale	Targets content likely to be visited by decision makers at companies primarily engaged in Wholesale distribution.
Industry - Wholesale Distribution - Durable Goods	dd_b2b_industry_wsdurable	Targets content likely to be visited by decision makers at companies primarily engaged in the Wholesale distribution of Durable Goods.
Industry - Wholesale Distribution - Non-Durable Goods	dd_b2b_industry_wsnondurable	Targets content likely to be visited by decision makers at companies primarily engaged in the Wholesale distribution of Non-Durable Goods.

Occupations - Content Affinity Segments

Segment Name	Segment Machine Name	Description
Doctors or Surgeons	dd_b2b_occupation_doctors	Targets content likely to be visited by individuals who work as Doctors or Surgeons.
Programmers, Analysts or IT managers	dd_b2b_occupation_programmer	Targets content likely to be visited by individuals who work as Programmers, Analysts or IT managers.
Professors or Teachers	dd_b2b_occupation_teachhied	Targets content likely to be visited by individuals who work as Professors or Teachers.
K-12 Teachers	dd_b2b_occupation_teachK12	Targets content likely to be visited by individuals who work as K-12 Teachers.

Decision Makers by Job Role - Content Affinity Segments

Segment Name	Segment Machine Name	Description
Administrative Roles	dd_b2b_role_administrative	Targets content likely to be visited by decision makers who work in Administrative roles.
CEO title	dd_b2b_role_ceo	Targets content likely to be visited by decision makers with a CEO title.
C-Level Executive Role	dd_b2b_role_c-level	Targets content likely to be visited by decision makers with a C-Level Executive role.
Consultant Roles	dd_b2b_role_consultant	Targets content likely to be visited by decision makers who work in Consultant roles.
Education Roles	dd_b2b_role_education	Targets content likely to be visited by decision makers who work in Education roles.
Engineering Roles	dd_b2b_role_engineer	Targets content likely to be visited by decision makers who work in Engineering roles.
Financial Advisor Roles	dd_b2b_role_financeadvisor	Targets content likely to be visited by decision makers who work in Financial Advisor roles.
Investment Banking and M&A Roles	dd_b2b_role_investmentbanker	Targets content likely to be visited by decision makers who work in Investment Banking and M&A roles.
Information Technology Roles	dd_b2b_role_itsoftware	Targets content likely to be visited by decision makers who work in Information Technology roles.
Legal Roles	dd_b2b_role_legal	Targets content likely to be visited by decision makers who work in Legal roles.
Marketing Roles	dd_b2b_role_marketing	Targets content likely to be visited by decision makers who work in Marketing roles.
Industrial and Mechanical Engineering Roles	dd_b2b_role_mechengineer	Targets content likely to be visited by decision makers who work in Industrial and Mechanical Engineering roles.
Manager and Director Roles	dd_b2b_role_mgrdirector	Targets content likely to be visited by decision makers who work in Manager and Director roles.
Owner or Partner	dd_b2b_role_ownerpartner	Targets content likely to be visited by decision makers with the title Owner or Partner.

Decision Makers by Job Role - Content Affinity Segments continued..

Segment Name	Segment Machine Name	Description
President title	dd_b2b_role_president	Targets content likely to be visited by decision makers with a President title.
Vice President title	dd_b2b_role_vp	Targets content likely to be visited by decision makers with a Vice President title.

Branded Context Segments

Branded Context segments are powered by the data of the third-party vendors to make a range of new solutions available for targeting or avoiding matching content. Categories include Privacy Compliance, and Potentially False Information.

Privacy Compliance Segments

Segment Name	Segment Machine Name	Description
Sourcepoint High Privacy (eur)	gi_sp_privacy_hi_eur	Target pages known to have the highest privacy compliance with European data protection legislation as reported by Sourcepoint Privacy Lens.
Sourcepoint High Privacy (usa)	gi_sp_privacy_hi_usa	Target pages known to have the highest privacy compliance with US data protection legislation as reported by Sourcepoint Privacy Lens.
Sourcepoint Medium Privacy (eur)	gi_sp_privacy_med_eur	Target pages known to have medium privacy compliance with European data protection legislation as reported by Sourcepoint Privacy Lens. This segment is cumulative and is inclusive of "high" Sourcepoint Privacy segments.
Sourcepoint Medium Privacy (usa)	gi_sp_privacy_med_usa	Target pages known to have medium privacy compliance with US data protection legislation as reported by Sourcepoint Privacy Lens. This segment is cumulative and is inclusive of "high" Sourcepoint Privacy segments.
Sourcepoint Low Privacy (eur)	gi_sp_privacy_lo_eur	Block pages that are known to have low privacy compliance with European data protection legislation as reported by Sourcepoint Privacy Lens. Theses are non-privacy compliant sites and are available in Europe and US avoidance segments.
Sourcepoint Low Privacy (usa)	gi_sp_privacy_lo_usa	Block pages that are known to have low privacy compliance with US data protection legislation as reported by Sourcepoint Privacy Lens. Theses are non-privacy compliant sites and are available in Europe and US avoidance segments.

Potentially False Information

Segment Name	Segment Machine Name	Description
Disinformation protection from GDI	gi_gdi_pfi	Websites rated high risk for disinformation. GDI combines machine learning with expert human review to provide nonpartisan, independent disinformation risk ratings of global news websites.

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